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HERB
P. 311
P. 189

THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW

APRIL 1936

Established 1906



Container by

AMERICAN CAN COMPANY

See also page 9

M. NAEF & CO.
GENEVA
SWITZERLAND

ORANGER

1314

A new and unusually
fine and true Orange
Blossom Character. Recom-
mended for use in creams
particularly.
\$13.00 pound

LILAC R

A splendid and outstand-
ing inexpensive Lilac—new.
For use in powders, extracts
and certain creams.

\$13.00 pound

MUGUET

1022

The finest Lily type
developed recently. Low
priced and for use in ex-
tracts and all cosmetics.

\$17.50 pound

Sole U. S. Agents:

UNGERER & CO.

13-15 West 20th Street

NEW YORK

VELIZAR BAGAROFF OTTO of ROSE •

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

mysore GOVERNMENT SANDALWOOD OIL

Distilled at our Linden, N. J., Plant from *Santalum Album* (Linné)

The delightful effect imparted by genuine Mysore Oil cannot be satisfactorily duplicated by any natural or synthetic material. Distilled and offered in original sealed and serially numbered containers.

Sole Agents for the United States
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
W. J. BUSH & CO. (Canada) Ltd., Montreal

Our universally esteemed Trade Mark:

"*Ye Oldest Essence Distillers*"

indicates long experience in the scientific distillation of Essential Oils, and is recognized as a guarantee of their supreme quality today.

W. J. BUSH & CO. INCORPORATED

London - Mitcham - NEW YORK, N. Y. - Messina - Grasse

ESTABLISHED 1845

BATZOUROFF & C._o.

SOFIA, BULGARIA

PURE OTTO OF ROSE

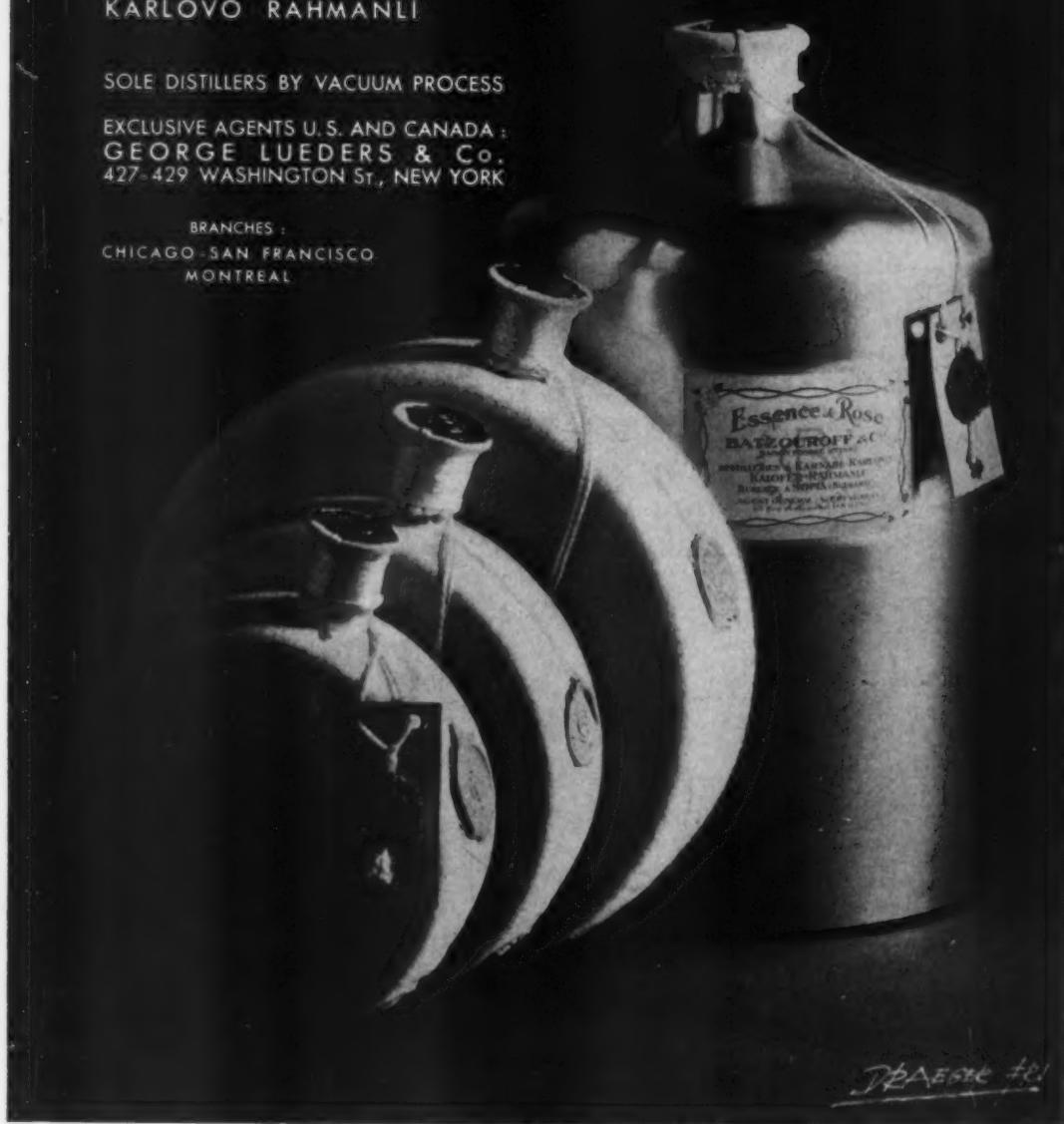
MODERN DISTILLERIES AT:

KARNARE KALOFER
KARLOVO RAHMANLI

SOLE DISTILLERS BY VACUUM PROCESS

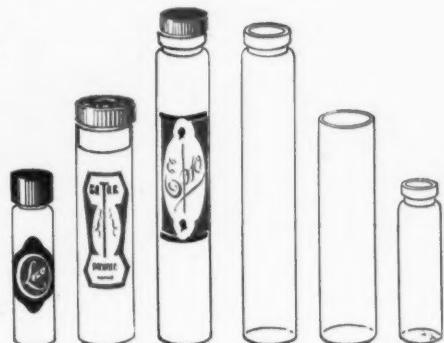
EXCLUSIVE AGENTS U.S. AND CANADA:
GEORGE LUEDERS & Co.
427-429 WASHINGTON ST., NEW YORK

BRANCHES:
CHICAGO-SAN FRANCISCO
MONTREAL



VERSATILE

*O*n goes the show of attractive containers . . . the big parade of modern packages, all clamoring for attention in the field of beauty, charm and personality. To hold the center of the spotlight, a package must be versatile. It must adapt itself to a legion of products entirely different in nature and appearance. Kimble Glass Vials . . . available for scores of varied closures, from corks to screw caps, shaker tops to droppers, slip caps to applicator rods . . . are versatile enough to win and hold the approval of America's outstanding packagers of drugs, proprietaries, perfumes, candies, chemicals, foods and oils.



Light in weight, lustrous in finish, retempered and strain-free, Kimble Glass Vials hold first place among smart, convenient and popular containers. They rate the choice positions on counters and shelves because of their ability to attract the eye, stimulate sales, and speed up turnover.

Test the versatility of Kimble Vials for any or all of your products. Consult Kimble FIRST . . . for the sake of package personality and profit!



KIMBLE GLASS COMPANY . . . VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

April, 1936

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Published monthly by Robbins Perfumer Company, Inc., 9 East 38th Street, New York, N. Y. Volume 32, No. 4. Subscription rates, payable in advance: United States \$3.00 a year; Canada and Foreign \$4.00. Single copies 30¢. Acceptance under the act of June 5, 1934—authorized June 27, 1935.

"Service for the Manufacturing Trade Exclusively"

Compacts

•

ROUGE and POWDER

(More than 150 tints)

EYE SHADOW

(All shades)

LIP ROUGE and CREAM ROUGE

(All indelible shades)

EYE BROW PENCILS

WATERPROOF COSMETIQUES

Sanitized
REG. U. S. PAT. OFF.

Powder Puffs

A new development in sterilizing puffs, keeping them actively anti-septic until washed, is being adopted by us.

This process is without doubt one of the most remarkable advances ever made in the textile field, and offers an assurance to the user of the puff that no matter how soiled it may be, it is still a *clean* puff bacteriologically.

Details on Request



All our products guaranteed
for chemical purity. For your
further protection, Products
Liability Insurance carried.

OXZYN COMPANY

New York Office
154 - 11th Ave.

In business since 1877

Originators of Natural Rouges

Canadian Office
103 Ottawa St.
Walkerville, Ont.

Three Outstanding Synthetics *by Synfleur*

Lilas Blossoms Extra
(\$38.00 lb.)

Lilas Blossoms-V
(\$18.00 lb.)

April Lilas 77
(\$7.50 lb.)



*Synfleur Lilac Oils are known the world over
if you are not acquainted with their Superior Quality, why not ask us to submit
working samples?*

*Synfleur's 1936 Price List is just out, and a copy
will be cheerfully mailed upon request.*



*Synfleur Scientific Laboratories, Inc.
Monticello New York*



Atlanta

Philadelphia

Detroit

Mexico, D.F.

Havana, Cuba

April, 1936

Perfume

van Ameringen-Haebler, Inc.

A name that means something, in aromatic chemicals, for the simple reason that we've worked hard to give it that significance.

It means: FIRST, the aim to make the best product in each class; SECONDLY, the theoretical and practical knowledge to achieve it; and FINALLY, the equipment to do it with.

The name means all that, BUT THE PRODUCTS MEAN MORE TO YOU.

What good would ideals be if we fell short in performance? We have succeeded in instilling our ideas and ideals into the minds, hearts, and very fingers of our loyal factory co-workers.

So you'll find that they produce a quality of perfume materials that has seldom been excelled.

Try them. Here's a little list of aromatic chemicals, not complete, but interesting. Check the list, tear it out, mail it in; we'll send samples or quote. You're bound to be enthusiastic about some of them.

Acetophenone	Ethyl Butyrate	Methyl Para Cresol
Acetyl Para Cresol	Ethyl Cinnamate	Methyl Phenyl Acetate
Alpha Amyl Cinna-mic Aldehyde	Geraniol	Oenanthic Ether
Amyl Acetate	Geranoxide	Para Cresol Acetate
Amyl Benzoate	Geranyl Acetate	Para Cresol Phenyl Acetate
Amyl Butyrate	Hydroxycitronellal	Para Cresol Methyl Ether
Amyl Salicylate	Irene Alpha Methyl	Peach Aldehyde
Amyl Valerianate	Irene Alpha White	Phenyl Acetaldehyde
Benzaldehyde	Irene Extra Pure	Phenyl Ethyl Acetate
Benzophenone	Irene Methyl Surfine	Phenyl Ethyl Alcohol
Benzyl Acetate	Irene 100%	Phenyl Ethyl Formate
Benzyl Alcohol	Irene Savon	Phenyl Ethyl Phenyl Acetate
Benzyl Benzoate	Iso Amyl Cinnamate	Phenyl Methyl Acetate
Benzyl Butyrate	Iso Butyl Acetate	Phenyl Propyl Acetate
Benzyl Cinnamate	Iso Butyl Benzoate	Phenyl Propyl Formate
Benzyl Formate	Iso Eugenol	Rhodinol
Benzyl Propionate	Lemonal	Rum Ether
Benzyl Salicylate	Linalool	Styralyl Acetate
Bourbonal	Linalyl Acetate	Vetivert Acetate
Citral	Methyl Acetophenone	
Citronellol	Methyl Anthranilate	
Coumarin	Methyl Benzoate	
Dimethyl Benzyl Carbinol	Methyl Cinnamate	
Ethyl Aceto Acetate	Methyl Heptine Carbonate	
Ethyl Benzoate	Methyl Nonyl Acetaldehyde	

The only fair test: Send for samples. Make your own tests with our materials. See how they improve your own products. We'll abide by your results.

Van

Factory: Elizabeth, N. J.

goes outdoors

Like a breath of fresh air comes the new vogue—
outdoor odors.

Look for new ideas, new advertising, new types of perfumes this season. Be one of the leaders in the outdoor vogue.

We are prepared to show several perfume oils of the new, original types. These are complete and finished oils, ranging in price from \$16 to \$80 per pound. All are suitable for perfume, and all can be adapted to cream and powder use.

Our perfumers keep abreast of new trends. In that way, we help set new perfume fashions. Consult our representatives or write direct.

Ameringen-Haebler, Inc.

Aromatic Essentials
315 4th Ave., New York

Chicago

Los Angeles

Toronto, Canada

**100% Oils at
650**



**650
a
LB.**

OR high grade face powders, talcum powders, cold creams, toilet waters, lotions, brilliantines and perfumes, we recommend our \$6.50 line. Products of exquisite, delicate and lasting fragrance.

Arbutus No. 650
Carnation No. 650
Elder Buds No. 650
Gardenia No. 650
Heliotrope No. 650

Honeysuckle No. 650
Jasmin No. 650
Jockey Club No. 650
Locust Blossom No. 650
Narcisse No. 650
Orange Blossom No. 650

Rose No. 650
Sweet Pea No. 650
Trefle No. 650
Violet No. 650
Wistaria No. 650

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DALLAS
2622 Throckmorton St.

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605 W. Washington Blvd.

MONTREAL
445 St. Francois Xavier St.

SAN FRANCISCO
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TORONTO
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DuPont wins highest packaging

award with container made by American Can Company



● The American Management Association declared this strikingly handsome blue and white lithographed container the winner, not only in the design classification of the Irving D. Wolf Awards, but also of the Wolf best-of-show award—the highest award in packaging. ● This container is manufactured for DuPont by the American Can Company.

A M E R I C A N C A N C O M P A N Y
2 3 0 P A R K A V E N U E • N E W Y O R K C I T Y

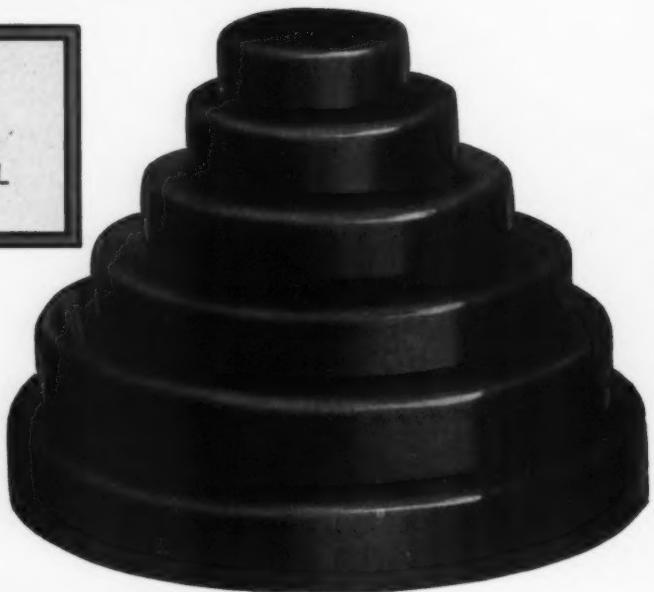
KEP

**ABSOLUTELY
AND
WITHOUT QUESTION**

THE FINEST, MOST ECONOMICAL
CAP EVER PRODUCED

ALL COLORS

Plain, Lithographed
and Embossed



No double closure ever produced by anyone anywhere can possibly compete in quality or price with

THE KEP-ARK AUTOCHROME CAP

Entirely new construction and advanced methods of manufacture create absolute perfection along with great savings in labor and material. This saving is passed along to our customers in quotations of TWENTY TO THIRTY PER CENT DISCOUNTS FROM REGULAR STANDARD PRICES.

KEP-ARK
INC

BOSTON, MASS.

KEP-ARK BOTTLE AND JAR CAPS



KEP-ARK
INC.

BOSTON, MASS.



a NEW design in BOTTLIES

PAT. NO. D-92542

INTRODUCING style No. 357, made in $\frac{1}{2}$, 1, 2, 3, 4, 6 & 8 oz. sizes. All in stock for immediate delivery.

The wide range of sizes makes these attractive bottles available for Nail Polishes, Brilliantines, Lotions, Toilet Waters, etc.

Supplied with or without caps.

CARR-LOWREY GLASS CO.

Factory and Main Office: BALTIMORE, MD.

*
NEW YORK OFFICE: 500 FIFTH AVE., Room 1427
Telephone: CHICKERING 4-0592

CHICAGO OFFICE: 1502 MERCHANTISE MART
Telephone: WHitehall 4326

TIME-TESTED SERVICE

"SERVICE" is a term used all too loosely in present-day advertising, but it still has a literal interpretation to which this Company has faithfully adhered. Put to the unfailing test of time, its sixty-five years of constructive attainment and continual growth amply verify the truth of this assertion. In that time the name "FRITZSCHE" has become a byword for Service and Quality of the highest order.

Members of the perfume and cosmetic trades, not already availing themselves of our facilities, are cordially invited to do so, for behind the FRITZSCHE name and trade mark is an established reputation which assures unsurpassed values and satisfaction in fullest measure.

FRITZSCHE BROTHERS, INC.



nature

LIQUID ABSOLUTE

CASSIE ANCIENNE
GENET
GERANIUM
JASMINE
JASMINE from ENFLEURAGE
JASMINE from CHASSIS
JONQUILLE from ENFLEURAGE
LABDANUM
LAVENDER
MIMOSA
OAK MOSS
ORANGE FLOWERS
ORANGE FLOWERS from WATER
ROSE
ROSE BULGARIAN
SAGE, CLARY
TUBEROSE from ENFLEURAGE
TUBEROSE from CHASSIS
YLANG YLANG



Manufacturers interested in the use of any of these exquisite Flower Oils are requested to enlist our cooperation. Knowing your problems we can make specific recommendations which are likely to prove materially helpful. Why not write us fully—NOW? The *only* obligation will be ours.



created these

FLOWER ESSENCES

ROM our own plant in the heart of the flower-growing districts of Southern France come these incomparable floral essences — undiluted, unblended, pure and complete—*exactly as Nature made them!* To manufacturers of the modern type perfumes, which derive their vital note from natural floral extractions, *these* Liquid Absolutes will prove a revelation.

Most surprising, and certainly most satisfying to the practical-minded perfumer, is their favorable *quality-cost relationship*. For one thing, we effect an immediate saving for the perfumer by producing them in our own factory. For another, their extraction is so exacting and complete that the most delicate perfume elements are preserved along with the natural fixation properties of the living flower. That is why LIQUID ABSOLUTE FLOWER ESSENCES, F. B., used sparingly, impart a more lasting, more natural effect than other perfume materials. That, too, is why we urge all discerning manufacturers to try these superb products in their better-grade perfumes, convinced that their verdict, like so many others', will be "Indispensable!"

fragrance & flavor

FRITZSCHE

Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.
Proprietors of PARFUMERIES de SEILLANS Seillans, France
FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

PORT AUTHORITY COMMERCE BLDG.
76 NINTH AVENUE, NEW YORK, N. Y.
118 WEST OHIO ST. CHICAGO, ILL.

An Outstanding Group of

SYNTHETIC FLOWER OILS

WHILE the backbone of every fine perfume is its superior Absolute Essence content, it still requires the fortifying effect of an *extra good* Synthetic Oil to complete its composition.

FRITZBRO SYNTHETIC FLOWER OILS represent combinations of natural flower extractions with the very finest aromatic chemicals, and embody the most recent developments in the field of aromatic chemistry. They are, unquestionably, the most perfectly composed products of their type on the market today. We list below a few outstanding numbers. Many others are available. Send for samples, prices or complete catalog.

AVRYLLIS

ENFLEUR

RED ROSE

MAY BLOSSOM

ORANGE FLOWERS

HELIOTROPE CONCRETE

JASMINE, EXTRA FINE

LILAC, SWEET

LYLIUM

FRITZSCHE BROTHERS, Inc.

Port Authority Commerce Bldg.

76 Ninth Ave., New York, N.Y.

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250 Stuart Street

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118 West Ohio Street

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21 East State Street

KANSAS CITY, MO.
2018 Guinotte Avenue

NEW ORLEANS, LA.
813 Louisiana Building

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400 Bulletin Building

LOS ANGELES, CAL.
816 West 8th Street

SAN FRANCISCO, CAL.
122 New Montgomery Street

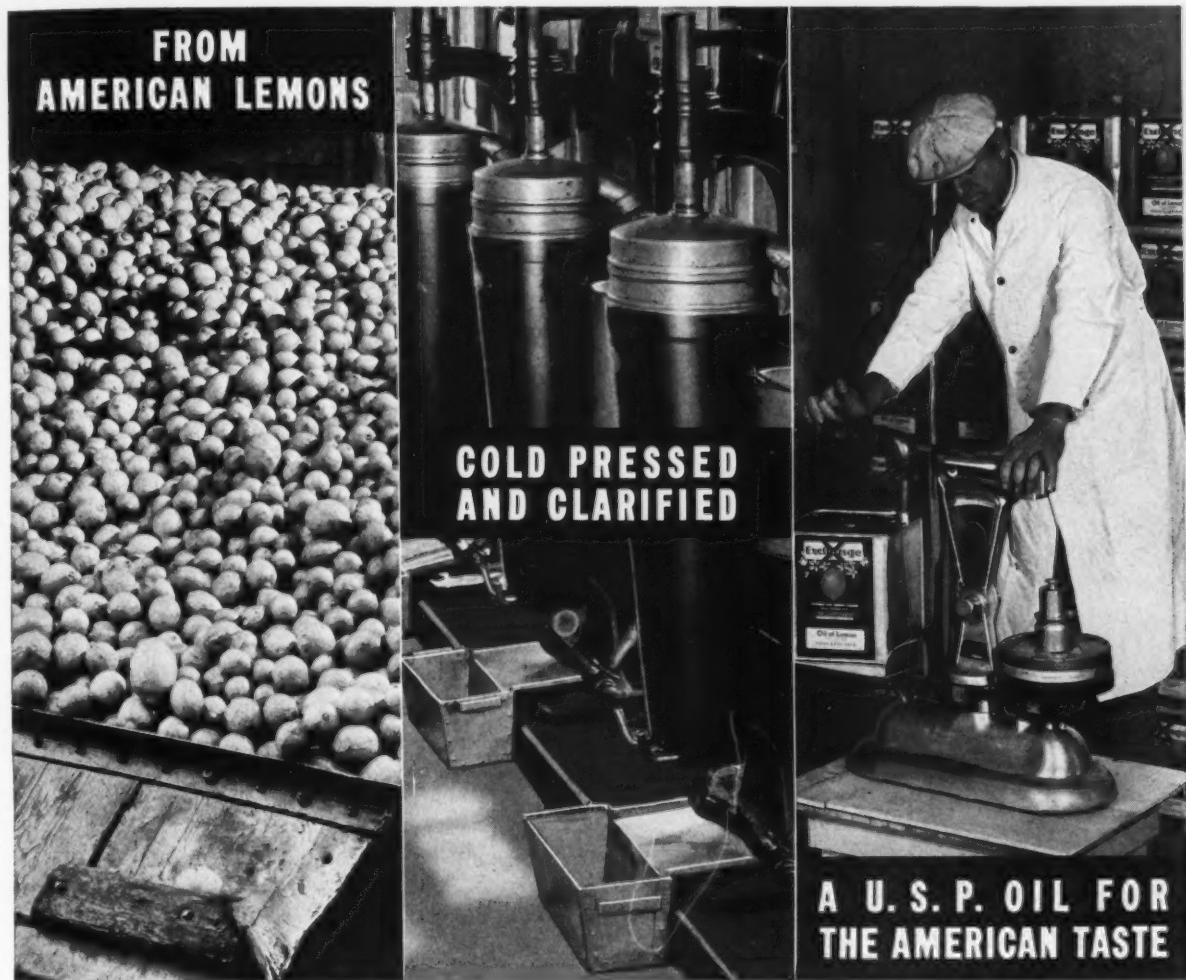
FRITZSCHE BROTHERS OF CANADA, Ltd.

77-79 Jarvis Street, TORONTO, CANADA

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE

EXCHANGE OIL of LEMON

OUTSOLD 3 TO 1 ALL COMPETING BRANDS COMBINED IN 1935



LAST YEAR, over three-fourths of all the oil of lemon sold in the United States was made in the Exchange plant—the largest in the world devoted exclusively to lemon products.

Nowhere else is the uniformity of all characteris-

tics so exactingly controlled. Nowhere else has the American taste been met so successfully.

Its quality...and its fair price...explain why Exchange Brand Oil of Lemon, U. S. P. (Clarified), is America's favorite by 3 to 1.

OIL OF LEMON

X
Exchange
BRAND

U.S.P. CLARIFIED

DODGE & OLcott COMPANY
180 VARICK ST., NEW YORK, N. Y.

• Sold to the American market exclusively by

FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK, N. Y.

Distributors for CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, California—Producing Plant: EXCHANGE LEMON PRODUCTS CO., Corona, California
Copr., 1936, Products Dept., California Fruit Growers Exchange

J. MERO & BOYVEAU



with works in
Grasse, Mougins and Polonghera
Established 1832

Use our FIXODORS

you will find this complete line of *soluble resin extractives* to possess the full odor value of the respective aromatic bases from which these are made. Readily soluble in 95% alcohol, they will prove ideal fixing bodies, uniform in strength—economical in use.

**Ambrine • Civette • Girofle • Iris
Mousse de Chene, decolorized • Olibanum • Styrax • etc., etc.**

FABRIQUES de LAIRE

Paris, France
Established 1787

THE skill, experience and thoroughness of the de LAIRE laboratories have made their lines of **Aromatic Chemicals** and **Synthetic Perfume Specialties** the foremost products of their kind.

- de LAIRE assures you of chemical purity and uniformity—and exceedingly modest prices.

Whether you desire the French flower bouquet or the Oriental heavy type, or a distinctively different combination, we can make the proper suggestions.

Sole American and Canadian distributors

Dodge & Olcott Company
180 Varick St. **New York**

Branches: Philadelphia, Boston, Chicago, St. Louis, Los Angeles



© 1930 "The integrity of the house is reflected in the quality of its products."

IONONE ALPHA, WHITE IONONE ALPHA-BETA, WHITE

These two *White* Ionones deserve your response.
Use them—improve your creams and powders.

Our complete lines of **IONONES** and **IRALDEINES** are highly valued for their standard quality. We book contracts at reasonable prices.

“D&O” COMPOUNDED PERFUME BASES

may be used alone or with any of your own bouquets. The few here mentioned are examples of the quality found throughout the entire line consisting of many hundreds of much demanded odors.

KAPRIFOL \$12.50 per lb.

Suggesting the delightful scent of Japanese Honeysuckle—suitable for use in perfume extracts.

OMAROL 7070 \$80.00 per lb.

A heavy modern Oriental odor of the Opopanax type. Especially fine for use in perfume extracts.

GARDENIA 7692 \$8.00 per lb.

A fine reproduction of the natural odor. Recommended for use alone or in making blends for all purposes.

BOISONE 7725 \$20.00 per lb.

A very useful woody odor—suitable for all purposes.

HEATHER 7776 \$4.00 per lb.

This is a very popular type perfume material for use in soap.

BOUQUET 7752 \$8.00 per lb.

A heavy odor, excellent in creams in which a strong perfume cover is desirable.

AROMATIC CHEMICALS

Of our aromatic chemicals you will find those mentioned below most acceptable in quality—no foreign by-odors are found in any of them.

ANETHOL

AUBEPINE LIQUID 100% Aldehyde—Not liable to discoloration.

BROMSTYROL (Hyacinth)—For soap odors, light colored products.

CINNAMIC ALCOHOL—From Styrox.

CINNAMIC ALDEHYDE—99 to 100% pure—free from chlorine.

CITRAL—Fine quality product.

CITRONELLAL

CITRONELLOL

EUGENOL—USP; from Oil Clove.

GERANIOL—A pure product, excellent in quality.

HELIOTROPINE—We are headquarters for this product.

ISO EUGENOL

PHENYLETHYLALCOHOL — Its pure odor quality gives universal satisfaction.

SAFROL—Representing the fragrant principle of Natural Oil Sassafras in stronger form.

TERPINEOL—This D & O quality is preferred by discriminating buyers.

Sole American and Canadian distributors

Dodge & Olcott Company

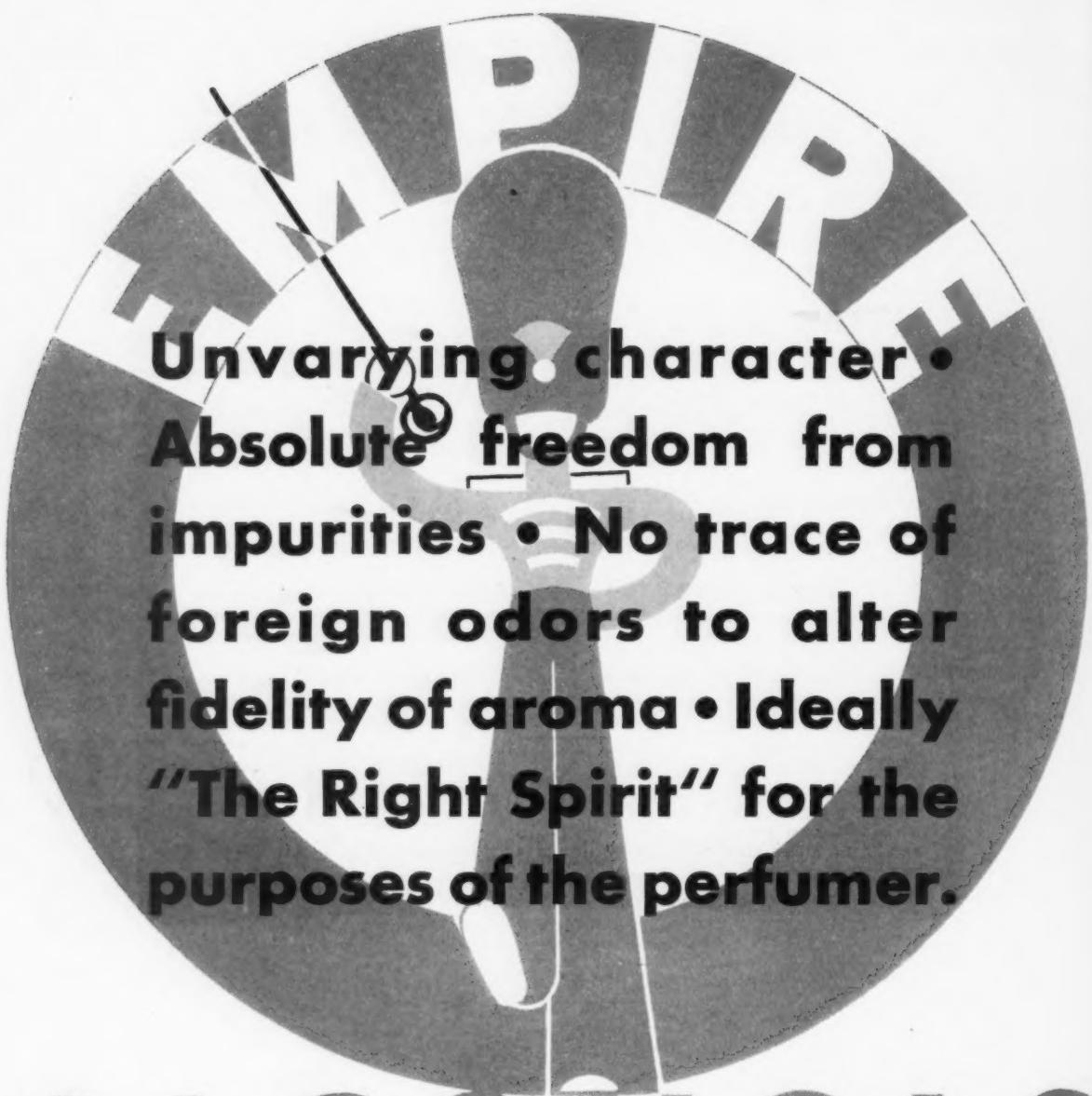
180 Varick St.

New York

Branches: Philadelphia, Boston, Chicago, St. Louis, Los Angeles



“The integrity of the house is reflected in the quality of its products.” © 1930



**Unvarying character •
Absolute freedom from
impurities • No trace of
foreign odors to alter
fidelity of aroma • Ideally
"The Right Spirit" for the
purposes of the perfumer.**

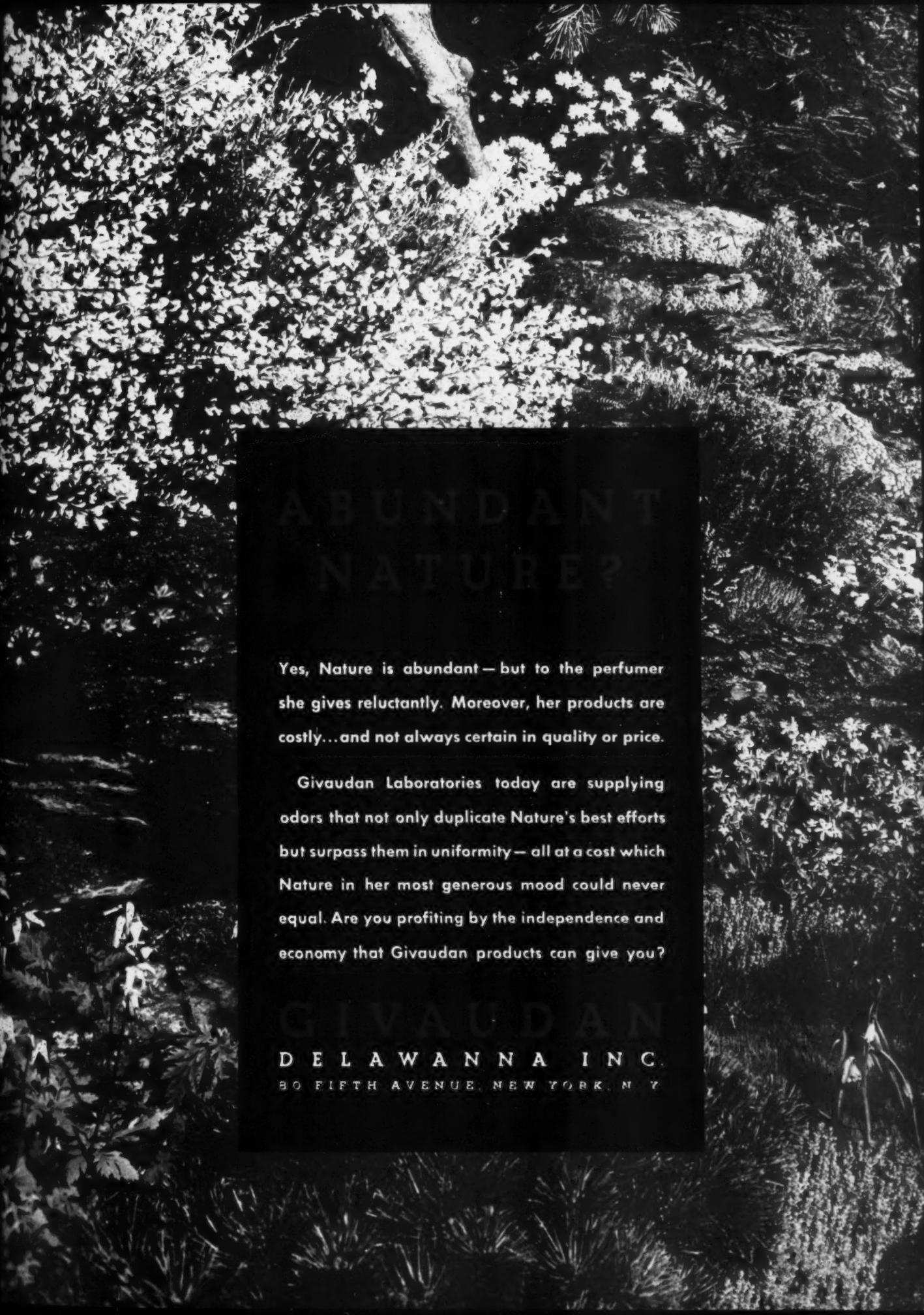
ALCOHOLS

***Whatever Alcohol You Require,
We Make The Best Of It***

**Empire Distilling Corporation
Yonkers, New York**







ABUNDANT NATURE?

Yes, Nature is abundant—but to the perfumer she gives reluctantly. Moreover, her products are costly...and not always certain in quality or price.

Givaudan Laboratories today are supplying odors that not only duplicate Nature's best efforts but surpass them in uniformity—all at a cost which Nature in her most generous mood could never equal. Are you profiting by the independence and economy that Givaudan products can give you?

GIVAUDAN
DE LAWANNA INC.
80 FIFTH AVENUE, NEW YORK, N.Y.

Lilac Odors TRUE TO THE FLOWER



Lilac well deserves the tremendous popularity it enjoys. For it is one of the most refreshing and appealing of odors. Givaudan, too, deserves its reputation for creating the finest, most faithful reproductions of the living lilac odor . . . reproductions that are known and admired in every part of the perfume world.

Are you seeking a high quality ready-to-use Lilac perfume for your whole line of toilet waters, extracts, creams or powders? Givaudan has an infinite variety of ex-

cellent, low-priced, all-purpose odors to choose from.

Are you seeking a basic Lilac oil around which to build up new creations? Givaudan offers you *Lilas Fleurs No. VII*—an odor known everywhere as being the most faithful reproduction yet achieved. *Lilas Fleurs No. 31*, more moderately priced, meets a similar demand.

For Lilac odors—true to the flower, for every purpose, in all price ranges—see Givaudan.

GIVAUDAN
DELAWANNA INC.
80 FIFTH AVENUE, NEW YORK, N. Y.

Branches: Philadelphia Los Angeles Cincinnati Detroit Dallas Baltimore
New Orleans Chicago San Francisco Seattle Montreal Havana
Havana

CINTHOXIN

To intensify the allure of your perfume with that Bouquet or Oriental odor, use Cinthoxin.

You will be more than delighted with results!

Norda

ESSENTIAL OIL
& CHEMICAL CO., INC.

601 West 26th Street, New York City
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Atlanta, Ga.

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Canadian Office
119 Adelaide St. W.,
Toronto



No. 72 —43 M/M Bath Salt Cap
 No. 140 —35 M/M Sifter Top Cap
 No. 150 —13 M/M Screw Cap
 No. 185 —15½ M/M Screw Cap
 No. 186 —44 M/M Fancy Bath Salt Cap
 No. 188 —23½ M/M Talcum Can Top
 No. 200 —28 M/M Sifter Top Cap
 No. 0200 —28 M/M One Piece Cap
 No. 215 —19½ M/M Talcum Can Top
 No. 230 —13 M/M Screw Cap
 No. 232 —13 M/M Screw Cap
 No. 234 —10½ M/M Screw Cap
 No. 236 —19½ M/M Slip Cap

No. 238 —15 M/M Talcum Can Top
 No. 240 —14½ M/M Square Slip Cap
 No. 249 —14½ M/M Screw Cap
 No. 250 —12 M/M x 23½ M/M Oval Slip Cap
 No. 251 —15 M/M Screw Cap
 No. 257 —12 M/M x 23½ M/M Oval Slip Cap
 No. 258 —40 M/M Bath Salt Cap
 No. 264*—20 M/M Screw Cap
 No. 267 —16 M/M Slip Cap
 No. 269 —44 M/M Bath Salt Cap
 No. 281 —11 M/M Slip Cap

No. 282*—24 M/M Screw Cap
 No. 291*—22 M/M Screw Cap
 No. 292 —28½ M/M Flask Cap
 No. 295 —13½ M/M Slip Cap
 No. 298*—38 M/M Talcum Cap, Sifter Top
 No. 300*—18 M/M Screw Cap
 No. 317 —11 M/M Slotted Slip Cap
 No. 323 —45 M/M Bath Salt Cap
 No. 324*—45 M/M Cream Jar Cap
 Same design as No. 323.
 No. 327*—43 M/M Same design as No. 324.

*FITS G. C. A. No. 400 GLASS FINISH

Cinnamic Alcohol

I

ITS spicy fragrance will exhilarate and the faint hyacinth note enrich many perfumes. It will not discolor creams or soaps. Our special process guarantees fine white crystals of uniform high quality.



SCHIMMEL & CO., INC.

601 WEST 26th STREET • NEW YORK, N.Y.



The
BRIDGEPORT
ESTABLISHED 1909

METAL
GOODS
MFG. CO

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS

HEINE & CO.

NEW YORK

52-54 Cliff Street

Telephones BEekman 3-1535-1536



**NATURAL AND ARTIFICIAL
FLOWER PRODUCTS**

**AROMATIC CHEMICALS
AND ESSENTIAL OILS**

Ready-to-use "AURA" Odors

AURA-ROSE

AURA-JASMIN

AURA-GARDENIA

AURA-FOUGERE

AURA-LILAC

COMPLETELY finished products, containing all necessary fixation. They have a universal use. Can be used for lotions, toilet waters, perfumes, creams, powders, bath salts, soaps and better grades of hair pomades.

Use them as a base for your particular creations.

Send for trial ounce, \$0.70 per oz.

Only
\$ 7 per Lb.



AROMATIC PRODUCTS, INC.

15 E. 30TH ST. NEW YORK CITY -- FACTORY - STAMFORD, CONN.



DOES "ROUGE SUPREME"
FEEL SMOOTHER THAN
THE KIND YOU ARE
NOW USING
?

"Yes" say 1616

Questionnaires tabulated by Hurdman and Cranston, Public Accountants, New York, show that 1761 women answered this question, "Does Rouge

Supreme feel smoother than the rouge you use regularly?" . . . 1616 said "Yes" . . . 84 said "No" and 61 were uncertain.



"No" say 84

Nationwide Survey Shows New Rouge Superior on Every Point

THE first look through a microscope reveals "Rouge Supreme" to be infinitely finer in texture than other rouges. And now a nationwide survey confirms the fact that your customers immediately recognize its superior qualities.

By an overwhelming majority they find that it feels smoother...applies more evenly . . . is finer in texture . . . stays on longer . . . looks better. In brief these women (and there must have been many

of your customers among the 1761 who answered our questionnaire) prefer "Rouge Supreme". We believe they will insist on getting it.

"Rouge Supreme" sets a new standard. We suggest that you investigate it thoroughly. Why not make your own tests?

We will be pleased to furnish samples in whatever quantities may be required in order for you to do so.

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics

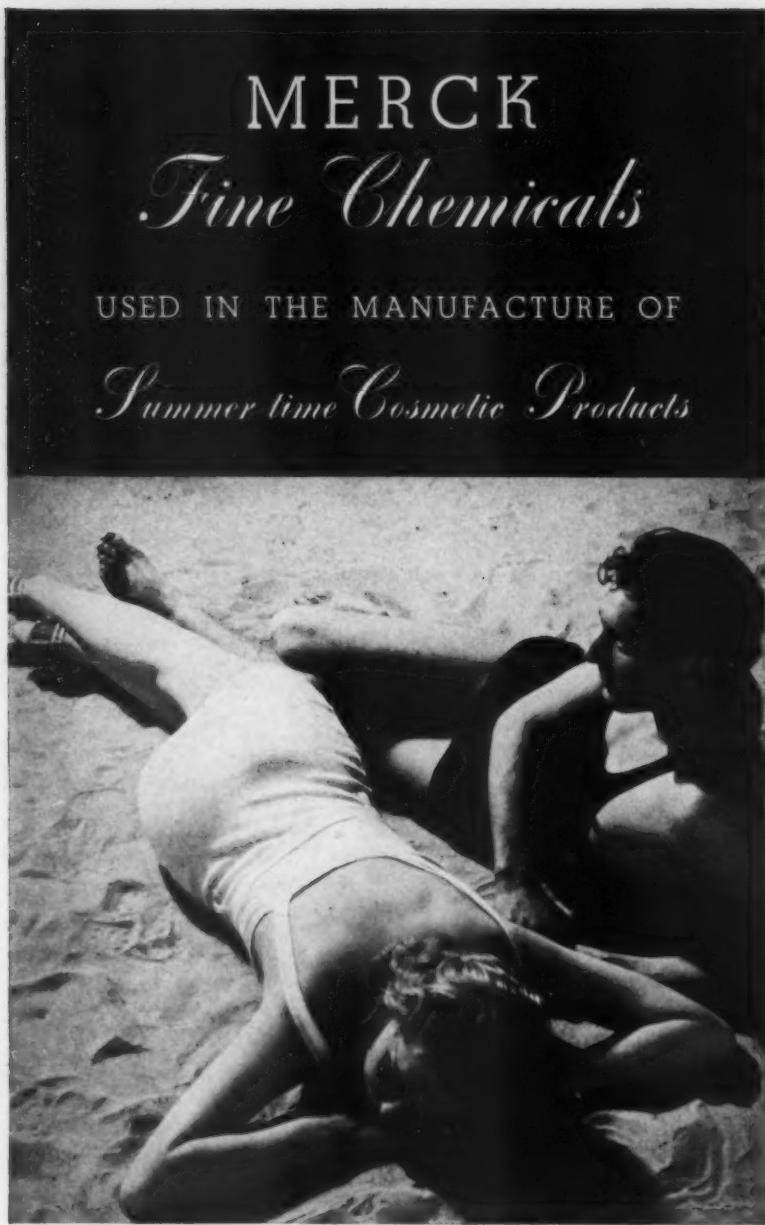
114 Fifth Avenue, New York, N. Y.

Canadian Laboratories: 1015 St. Alexander Street, Montreal, Quebec Lancaster 1060

PRIVATE BRANDS EXCLUSIVELY • PRODUCTS LIABILITY INSURANCE

ROUGE • CREAM CHEEK ROUGE • FACE POWDER • LIPSTICKS • COSMETIQUE • EYE SHADOW





MERCK
Fine Chemicals
USED IN THE MANUFACTURE OF
Summer time Cosmetic Products

Other Merck Chemicals of interest to Cosmetic Industry

Aluminum Chloride	Calcium Carbonate	Magnesium Carbonate
Bismuth Subcarbonate	Glycerin	Magnesium Oxide
Benzoic Acid	Kaolin Colloidal	Mercury Ammoniated
Boric Acid	Lanum	Talc
Salicylic Acid	(Lanolin)	Zinc Oxide
		Zinc Stearate

Our Chemical Service Department will be pleased to assist you with formulas. Further information, quotations and samples will be furnished to manufacturers on request.

★ MERCK & CO. Inc. Manufacturing Chemists RAHWAY, N. J. ★
 New York: 161 Sixth Avenue • Philadelphia: 916 Parrish Street • St. Louis: 4528 S. Broadway
In Canada: Merck & Co. Ltd., Montreal and Canada

Preparations to be applied to skin prior to exposure to sun

SUN-TAN OILS

- Acid Oleic
- Quinine Alkaloid
- Menthyl Salicylate

SUN-TAN LOTIONS, Non-greasy

- Quinine Bisulphate
- Quinine Dihydrochloride
- Glycerin
- Zinc Sulphocarbonolate

SUN-TAN CREAMS

- Lanum Anhydrous (Lanolin)
- Acid Oleic
- Quinine Alkaloid
- Menthyl Salicylate

Preparations to be applied to skin already sunburned

SUNBURN LOTIONS

- Chlorbutanol
- Acid Picric
- Calamine
- Acid Citric
- Glycerin
- Zinc Sulphocarbonolate

SUNBURN CREAMS and OILS

- Benzocaine
- Chlorbutanol
- Lanum Anhydrous (Lanolin)
- Petrolatum Liquid

Preparations to produce sun-tan effect

SUN-TAN POWDERS

- Bismuth Oxychloride
- Calcium Carbonate
- Kaolin Colloidal
- Iron Oxide Brown Precip.
- Talc
- Zinc Oxide
- Zinc Stearate

Use these dependable Merck Chemicals of uniformly high quality in planning your production of up-to-date summer preparations.





DRURY

FOR THE FINEST
RAW MATERIALS

AS DIRECT IMPORTERS • OUR SERVICE OFFERS
EXCEPTIONAL ADVANTAGES TO BUYERS IN



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NATURAL FLORAL PRODUCTS • SUNBLEACHED TURMERIC • YANG YLANG • GUM KARAYA
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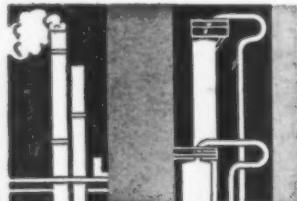
OIL LAVENDER FLEURS • PRECIPITATED CHALK • GUM BENZONIUM • ZINC OXIDE • KAOLIN

A.C. DRURY & CO. Inc.

219 E. NORTH WATER STREET • CHICAGO, ILLINOIS

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With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.



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REFINING CO.**
PHILADELPHIA - PA.
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PETROLEUM PRODUCTS
White Mineral Oils U. S. P.
for pharmaceutical use.
Technical for cosmetic uses.
All gravities, all viscosities.

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NEW YORK



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ESTABLISHED 1852

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COLLAPSIBLE TUBES



THE sales of many
toilet preparations
now sold exclusively
in jars may be appre-
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packing them also in
convenient sized col-
lapsible tubes.

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The Duo Oval, Design Patent No. 90023

HE'S AN *Invisible Salesman*
BUT HE BRINGS *Visible Results*

◆ After all the care in preparation, as well as expense and sales effort, of getting your product to market, who does the talking for you at the point of sale? Nine times out of ten the only word spoken for you at the retail counter is by that invisible salesman—effective glass packaging! He's fighting for your interests constantly at the vital spots where your sales are initially made—and continues to build repeat orders after your

product leaves the store. See that he attracts through "smartness" and "tone". See that he delivers a convincing message of quality and convenience. You can be sure that he will, if you place all problems of containers, closures, label and carton design as well as shipping cases in the competent care of the Complete Packaging Service offered by OWENS-ILLINOIS GLASS COMPANY, TOLEDO, OHIO.

THE CAP

Handsome double-wall
CASEAL, with tin or
aluminum liners. Litho-
graphed with individ-
ual designs or in plain
colors.

OWENS-ILLINOIS
Containers and Closures



CARNATION

AROMATIC RAW MATERIALS

Among the numerous aromatics which go into the compounding of a well-made CARNATION Odor, none are more important from the standpoint of quality than

- ISO-EUGENOL
- METHYL ISO-EUGENOL
- PHENYL ETHYL SALICYLATE



These aromatics are a few of the many basic raw materials manufactured by Felton. Produced under rigid technical control by skilled chemists, in modern, glass-lined equipment, they assure the highest degree of purity, uniformity and economy.

CARNATION IMPERIAL

For the particular and discriminating Face Powder. Harmony and Character!

\$12 a pound.

OEILLETT MODERNE

Here's Youth...and Spring! The Carnation note of outstanding quality. For fine extracts and Toilet Waters.

\$30 a pound.

CARNATION P

A fresh, crisp, exquisite odor which enhances the appeal of quality bath preparations.

\$7 a pound.

For testing samples of these items please write to Dept. A5.



FELTON CHEMICAL COMPANY

INCORPORATED
603 JOHNSON AVENUE, BROOKLYN, N. Y.

Manufacturers of AROMATIC CHEMICALS, NATURAL ISOLATES, PERFUME OILS, ARTIFICIAL FLOWER AND FLAVOR OILS

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Philadelphia, Pa.
200 So. 12th St.

Sandusky, Ohio
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Chicago, Ill.
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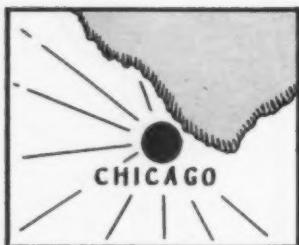
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New Orleans, La.
Balter Bldg.

San Francisco, Calif.
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Los Angeles, Calif.
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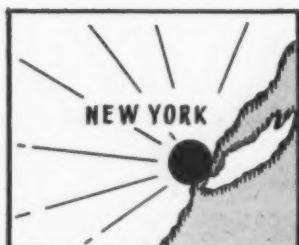
In 1922



HELFRICH

began production of high quality private label cosmetics in Chicago.

In 1930



HELFRICH

opened their New York City laboratory for the greater service and convenience of their eastern customers.

Now, in 1936



HELFRICH

offers to manufacturers in Canada this same standard of quality and service associated with the name HELFRICH for 14 years.

LIPSTICKS

ROUGE COMPACTS

POWDER COMPACTS

CREME ROUGE

FACE POWDER

EYE SHADOW

COSMETIQUE

HELFRICH LABORATORIES

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HELFRICH LABS. OF N. Y., INC.

30-34 West 26th St., NEW YORK

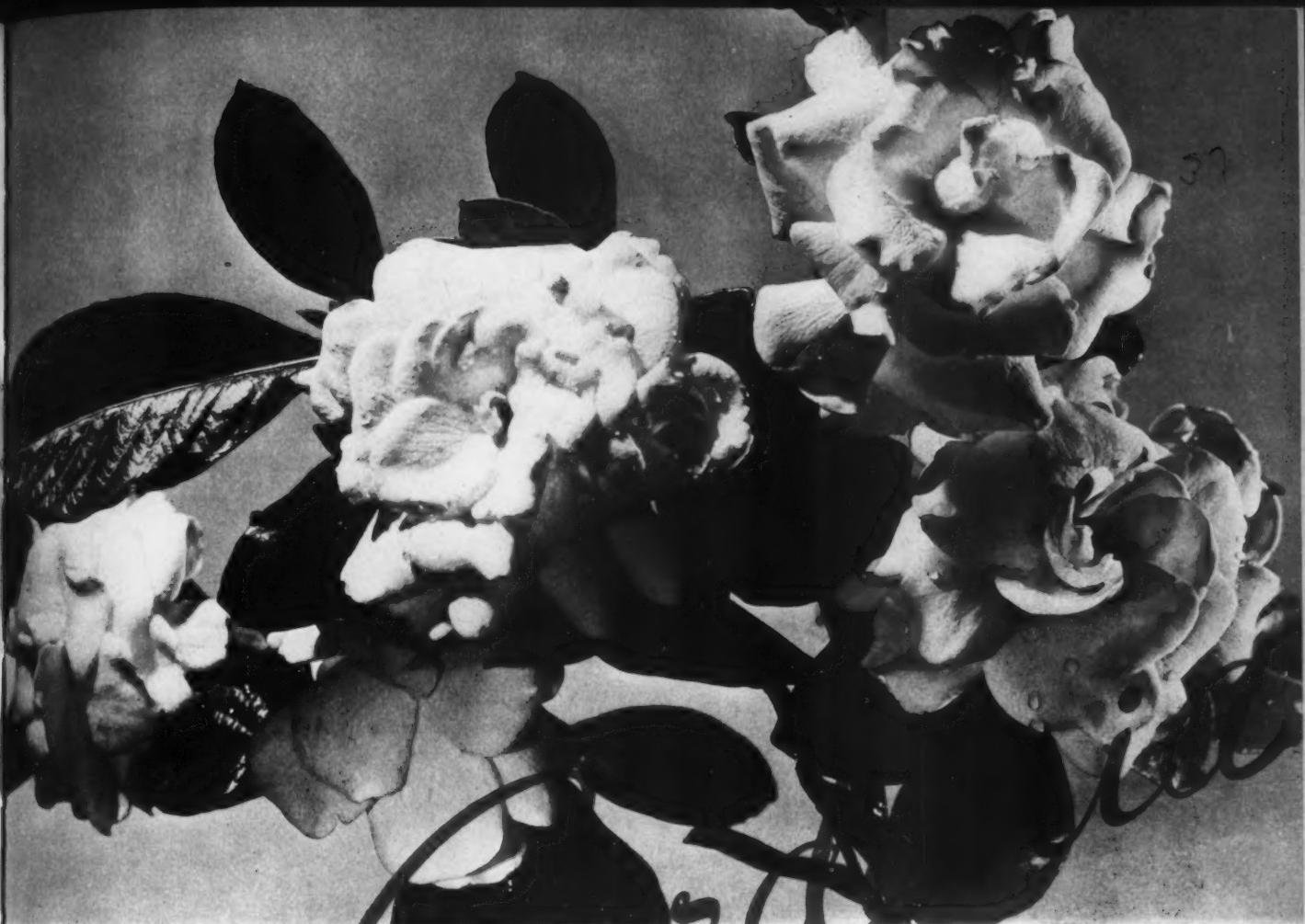
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690 King St., West, TORONTO

Baldwin & Baldwin, 819 Santee St., Los Angeles, Calif.

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HELFRICH



THAT DESERVEDLY
POPULAR ODOR

Gardenia

has long been a special interest of the house of Verley. We offer a full range of Gardenia compositions in various shadings and prices — in addition to a number of extremely interesting materials from which to develop a basis for Gardenia compositions of originality and distinction . . . Send for samples and prices.

ALBERT VERLEY
CREATIONS

Gardenia — A. V.
Gardenia — 675
Gardenia — 227
Gardenia — B-362

GARDENIA INGREDIENTS

Linalyl Benzoate	Aldehyde C-14
Linalyl Anthranilate	Aldehyde C-18
Phenylethyl Anthranilate Tuberogene	

ALBERT VERLEY aromatics

ALBERT VERLEY, INC., 11 East Austin Avenue, Chicago, Illinois
114 East 25th Street, New York • • Melford Chemical Co., Los Angeles

-•questions

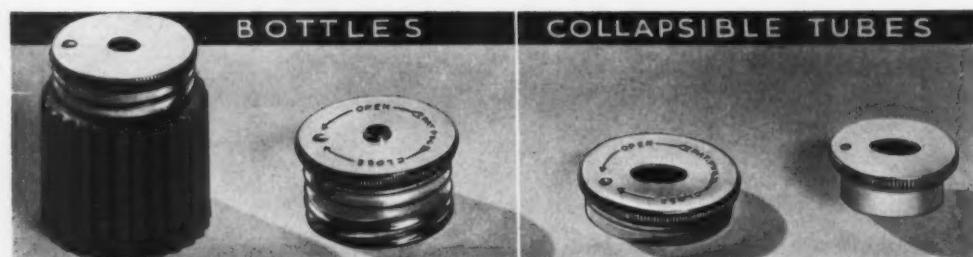
what are Thorn Tite Tops?

in what materials and styles are they supplied?

what are their sales advantages?

will they fit my package and suit my product?

for



THORN TITE TOPS.

→answers

A solution to the closure problem. A captive cap for bottles, collapsible tubes or cans that is easy to open — easy to close — can't be lost — won't leak — won't clog — simple — dependable — fool proof and attractive. It accomplishes the two important points of merchandising — favorable customer reaction and sales stimulus.

Thorn Tite Tops are supplied in three styles, single opening, perforated holes and sprinkler tops. They are made from many materials — brass, steel, aluminum or tin. The finishes include nickel, chrome, enamel, lacquered and plain.

When closures fail, customers switch their purchases to a better packaged product. There are no lost sales from Thorn Tite Tops. The sales appeal of Thorn Tite Tops is so sure, their utility and efficiency so positive you should give your product this competitive advantage.

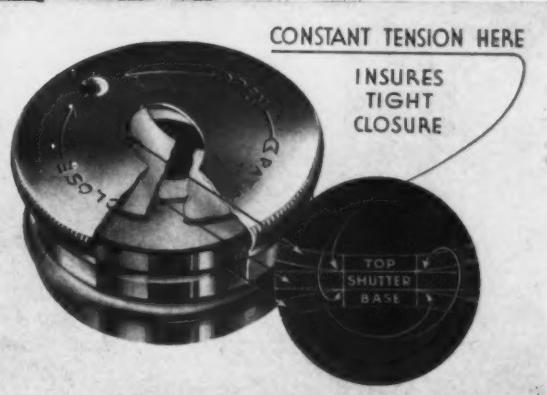
Send us samples of your present packages. We will be pleased to equip your containers with Thorn Tite Tops and return them to you for your inspection without any obligation whatsoever.



CANS

**331 MADISON AVE.
NEW YORK
MURRAY HILL 6-2935**

inc.



HEARD AT THE PACKAGING SHOW

There was a right curious crowd at the Sixth Annual Packaging Show held in New York last month, and a lot of them asked us the same questions. Perhaps you, too, are curious on one or two of these points—so here are the answers.

Question:



"Where can I get a good design for my tin container without spending a lot of money?"

Answer:

Continental maintains a large staff of competent designers whose services are available to any manufacturer. Just let them have a sample of your present container and they'll be delighted to analyze your problems and offer suggestions for redesigning.

Question:



"I have a hunch that a different shape would make my package distinctive, or that some sort of an easy opening gadget or unique closure would give my container a competitive edge. Where can I get advice on that sort of thing?"

Answer:

The Continental Development Department spends its days, and many sleepless nights, solving problems of just that sort. They are the boys who dug up the one-hand opening and closing gadget that is selling a heap of Pebeco tooth powder—and developed the famous Cap Sealed beer can with the easy-opening, easy-pouring features that give it

such a competitive edge. The facilities of this department are available to anyone.

Question:



"Why should I use lithographed cans instead of paper labels?"

Answer:

Because the rich lasting beauty of an attractively lithographed container implies quality, has eye-appeal, and in every way does a better selling job. Your brand name is permanently affixed to a container which frequently has a secondary use in the home. It does not mar or tear, is water-resistant and virtually stain proof. To many manufacturers the substitution-proof feature of a lithographed container whose label cannot be changed is a mighty important factor.

Question:



"Could you make a can for my bird seed like the Whoofis Company uses for sodium perborate?"

Answer:

Of course! We manufacture a complete line of tin containers in every conceivable size, shape and style—from tiny ointment cans to 110 lb. lard drums.

The answers to those questions explain why Continental is able to render a complete packaging service

CONTINENTAL CAN COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO

JARDIN JASMIN

has been created for the purpose of completely covering the odors of lanolin and other basic ingredients in tissue creams, and for imparting a delicate fragrance of delightful refinement.

A surprisingly small amount of JARDIN JASMIN is required and excellent results are obtained when this perfume oil is used for other creams and lotions.

Write us today for a jar of tissue cream perfumed with Jardin Jasmin. The results are truly amazing.

P
A
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T
O

Compagnie Parento, Inc.

Executive Offices and Laboratories
CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES
SAN FRANCISCO SEATTLE PORTLAND, ORE.
TORONTO
Compagnie Parento, Limited, 75 Adelaide St., W., Toronto, Ontario, Canada
COLOMBES, FRANCE LONDON, ENGLAND

P
A
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O

LILAS ROYALE

The ultimate in floral
types for fine perfume work.

A faithful duplication
of the flower odor.

\$28 per pound

\$2 per ounce



Compagnie Parento, Inc.

Executive Offices and Laboratories

CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES

SAN FRANCISCO SEATTLE PORTLAND, ORE.

TORONTO

Compagnie Parento, Limited, 75 Adelaide St., W., Toronto, Ontario, Canada
COLOMBES, FRANCE

LONDON, ENGLAND

HAZEL-ATLAS GLASS CO.

"*Protection*" . . . Modern Cosmetics

—Scientifically compounded—precisely manufactured—deserve the perfect protection of chemically inert Ⓡ Opal Jars. And with that protection comes the appealing beauty of snowy white jars with lustrous black Caps.

PROTECTION that delivers your product safely—*Beauty* that helps it sell. Write for prices and samples.



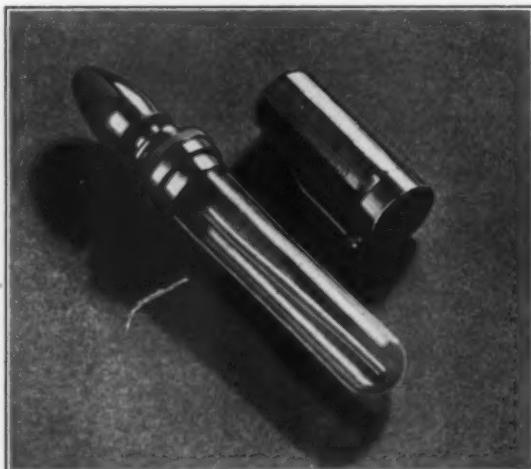
HAZEL-ATLAS GLASS CO.

WHEELING, W. VA.

MADE FROM METAL

Nose News

Versatility is the keynote of the service offered by Waterbury's Scovill Manufacturing Company. This versatility, plus the facilities and experience that Scovill has at its command in the field of manufacturing metal products, explains why Scovill is the choice of so many



cosmetic and pharmaceutical manufacturers when they wish a container or special device to be produced in quantity.

Illustrated is the Nu-ha-lor, an excellent example of Scovill's made-to-order work. Although 82 operations are required in the production of this combination spray and inhalant device, and although a number of these operations require extreme precision of workmanship, it retails for only \$1—after allowing a substantial profit to the Scovill customer and his distributing outlets.

In the field of atomizers and similar products, as well as in other fields, Scovill is equipped to produce efficiently and economically, particularly when a large number of units are wanted.

Standard Vanity—Special Features

One of Scovill's newest developments is the round vanity illustrated in the second column. While this is an inexpensive article, the workmanship is quite as accurate as that in Scovill's custom-built cases. A special

feature of this vanity is the unusual beading on the side-wall which makes possible the use of color effects there. Another feature, and an important one, is the fact that this vanity is made on standard tools and is, therefore, available in medium-sized quantities at a reasonable cost, as well as in large runs.

If you have any production problems involving atomizers, lipsticks, vanity cases, perfume-bottle caps or other closures, it is probable that Scovill's manufacturing service can be of use to you. We solicit your inquiries and are always glad to discuss present or future production plans and problems.



To Those Interested in Canadian and Foreign Markets

Scovill offers the facilities of its well-established Canadian plant in Toronto, Ontario, to those concerns interested in distributing to Canadian and foreign markets.

This Toronto plant, duplicating many of Scovill's United States facilities, makes possible volume manufacture of metal parts and products in Canada; or by partial manufacture in the United States and final fabrication, finishing and assembling in Toronto, complete service on a wide range of parts and products can be provided.

A letter to Scovill at either Waterbury or Toronto will bring you further information.

SCOVILL MANUFACTURING COMPANY

79 MILL STREET

WATERBURY, CONNECTICUT

Boston, Providence, New York, Philadelphia, Atlanta, Syracuse, Pittsburgh, Detroit, Chicago,
Cincinnati, San Francisco, Los Angeles • IN CANADA: 334 King Street, East, Toronto, Ontario



THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW

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A ROBBINS PUBLICATION

FLORAL EXPRESSIONS

Against a background of floral beauty, Coty's "Le Nouveau Gardenia" makes its début in a famous New York flower shop. Appropriate--even though this florist "does not sell perfumes"!



APRIL · 1936

"COPY?—or COPYCAT?"

by Margaret G. Schoolman

Miss Consumer-Merchandiser fires a double-barreled charge of criticism at the cosmetic manufacturer who "tags along".

AS a woman, I represent "the average customers" . . . I am fussy about the important small things; I am fastidious in my selection and use of toiletries and cosmetics; I demand individuality coupled with chic; I am interested in the so-called urge to *express my personality* in a discreet and subtle fashion. *But*—as a person, I represent YOU, because advertising is my profession, and for the past ten years I have lived retailing, thought retailing and advertised retailing, and I come to you, Mr. Cosmetics and Toiletries, in this two-fold capacity and with a double-barrelled accusation:

a—You don't (in nine cases out of ten) use the tools right at hand with which to clinch my patronage, as a woman.

b—As an advertiser, you are too prone to send me unattractive advertising aids, poorly written and inartistically laid out. You spend vast sums on your national advertising, and much of it is mis-spent (with but a few notable ex-

ceptions). Since I, too, am trying to sell your product, I have no choice, but to complain.

Do you resent that? You shouldn't! Because my diatribe may not be directed at you. And if it is, and you admit the soft impeachment, there are so many simple and effective remedies which may be used. What are they, you ask? Well, let me first ask you some questions.

Why are you afraid, for example, of a new attack . . . a different approach? Why, because someone decided *glamour* was the order of the day, do you take it for granted that every woman considers herself a potential "glamour-ess?" Why, because one very fine house became mood-conscious do you feel it incumbent upon you to go moody, too? Perhaps your product isn't changeable and moody, but calculated, rather, *always* to lift the spirits of the user to the same delightful degree of self-confidence and pep.

Have you ever definitely gone into the business of discovering for yourself

whether it is the package, the name or the fragrance of your product which is its prime sales feature? Do you, for example, know for a fact just how and why a man buys perfume, and how a woman does . . . and how to key your appeal to each sex without being too blatant about it? Why, for instance, during the Christmas season, when men buy perfume like mad, don't you *do something different* about it? And why, when business and professional women use cosmetics and toiletries every bit as much as socialites, do you so consistently and insistently key your advertisements to the latter? Not every business woman in the country wants to look like a deb at her coming-out party, you know. Some of them are perfectly willing to look the part they are destined to play . . . but they want to do it with elan . . . they want to wear their rouge with a difference and with smartness.

These, then, are but a few of the questions I ask you as a woman! As an advertiser of your product, I ask you more:

Why do you, all too often, send me mats which look for all the world like a printer's specimen type book? Why do you jam-cram the copy space and leave not the faintest vestige of margin when the average retail ad-man has a veritable phobia on the subject of fairly wide and uniform margins on his store ads? Why are you prone to wax so eloquent on technicalities which my customer often cannot understand and

in which she is apt to be completely disinterested? All too frequently, she won't believe you, anyway, since your claims and your competitors' claims are so much alike, even though your reasons for the same claim are so different. She is passionately interested in what your products will do for her . . . not how long it took your research department to make the discovery. And I, as a retailer, am interested in advertising and pushing your merchandise rather than your competitors, only if the demand is greater, if my customers like it better and if my profit and turnover show the best results.

I resent, as an advertiser, seeing your beautifully laid out national ads in the fine magazines of the country, and then having much of your suggestive advertising for the retailer look like poor little step-children of the real thing. True, your national advertising is expected to create the demand . . . but it is my job to make the actual sale over the counter, to move your merchandise

off my shelves and out of my stock-room and clear the way to re-orders (the final and unassailable test of your success . . . and mine) . . . and, therefore, I am not unreasonable, since any help you give me tends toward a mutual benefit. And I could wish you to get out of step occasionally . . . not out of hand! I could wish you would be more enthusiastic about new ideas in presentation and advertising; that you would *tell your own story in your own way* . . . not the same way someone else tried first!

There's no denying that women will go to tremendous lengths to "keep up appearances." And what field can profit more greatly than that of cosmetics and toiletries? The past few years make that self-evident, of course. But with such keen competition in this field . . . and it will get worse as business conditions improve . . . it seems fairly obvious that it will be the copy-shark, not the copy-cat whom we'll find stepping right up in front of the procession.

Court for the Eastern District of New York in *Bourjois v McGowan* (12 Fed. Supp., 787 [Ct. D. 1074, I. R. B. XV-10, 20]), the court had occasion to consider such factors. In the course of the decision the following language was used:

" * * * The evidence shows that the retail prices of perfumes and cosmetics made by different producers vary largely in amount and that such prices also vary largely from the cost of manufacture. One witness testified that there were large variances in such prices where only perfume was added to a cream and a container has been changed, both involving little additional cost. This witness explained such differences on the theory that the prices are dictated by one who has a monopoly on the sale. Bourjois products are bought, because they are Bourjois made. Bourjois has a monopoly on the cosmetic and perfume business under that name. It is true the initial cost of manufacture is comparatively small, but people buy Bourjois products on their reputation with slight regard to prices paid. Bourjois products doubtless can be duplicated by other manufacturers. Their parts and proportions are easily determinable. Other manufacturers may put on the market the same products as Bourjois, Inc., but they can not be sold under the names Bourjois and Barbara Gould. While they may sell the same article in so far as constituent parts are concerned, they are not the same articles as sold by the plaintiff by reason of the fact that they are not represented to be plaintiff's products. * * *

"The term 'manufacturer' or 'producer' may well be considered not only as applicable to him who actually makes an article but also to him who causes it to be made. The legal doctrine *facit per alium facit per se* is applicable. See decision in *Foss-Hughes Co. v. Lederer* (287 Fed., 150), in which the following language was used:

" * * * There is no claim that the plaintiff imports, and none that he is a manufacturer, except in the sense in which one who has something made for him by others, to be sold by him, may be said to be a manufacturer. This is doubtless the sense in which Congress used the word 'producer,' and was also doubtless the occasion for its use. * * *

"Upon careful consideration of the various factors involved in this class of cases, this office is of the opinion that no general rule can be formulated which will be controlling under all circumstances. In the final analysis the decision must necessarily rest upon the particular facts in each case.

"In advertising campaigns for the promotion of sales of various products, a trade name and, in respect of toilet preparations, a distinctive perfume are very important factors. In the recent decision of the United States District

Complete Text of New Tax Ruling

Following is the complete text of the ruling, G.C.M. 16223, which places the excise tax on toilet preparations on the trade mark owner. This ruling, which was exclusively forecast in the March issue, reverses the so-called "Charest ruling," G.C.M. 11522, under which the industry has been operating on all goods not actually fabricated by the trade mark owner.

REGULATIONS 46, ARTICLE 22:

Scope of tax. XV-11-7999
(Also Article 4.) G.C.M. 16223

"The X Company, which controls the fabrication by the Y Company of cosmetics sold as the products of the former company, is the manufacturer or producer thereof within the meaning of section 603 of the Revenue Act of 1932.

"G. C. M. 11522 (C. B. XII-1, 387) modified.

"Advice is requested whether the X Company or the Y Company should be regarded as the manufacturer or producer of toilet preparations, under the circumstances hereinafter stated, within the meaning of section 603 of the Revenue Act of 1932.

"The Act imposes a tax at specified rates upon the sale by the manufacturer, producer, or importer of certain enumerated articles and similar

articles which are used or applied, or intended to be used or applied, for toilet purposes.

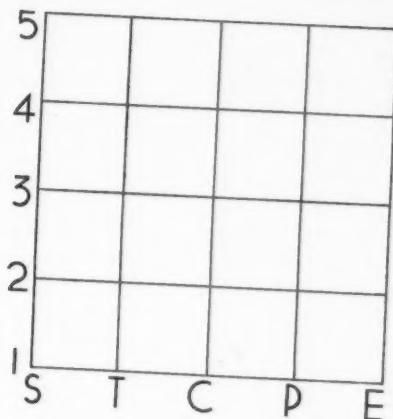
"The Y Company fabricated cosmetics at the request of, and expressly for, the X Company according to the X Company's specifications. In so doing, it used perfumes specified by the X Company and at the direction of the X Company placed the cosmetics in containers bearing the X Company's name or trade mark. The products are presumably bought by customers because of the X Company's name and the distinctive perfumes used in their manufacture. The X Company has a monopoly on toilet preparations marketed under its name.

"Upon careful consideration of the various factors involved in this class of cases, this office is of the opinion that no general rule can be formulated which will be controlling under all circumstances. In the final analysis the decision must necessarily rest upon the particular facts in each case.

"G. C. M. 11522 (C. B. XII-1, 387) is modified to agree with the views expressed herein.

"HERMAN OLIPHANT,
"General Counsel for the Department of the Treasury."

Odor Curves



Can an ethereal quality such as "Odor" be classified and plotted in black and white? **RALPH BIENFANG** suggests a method.

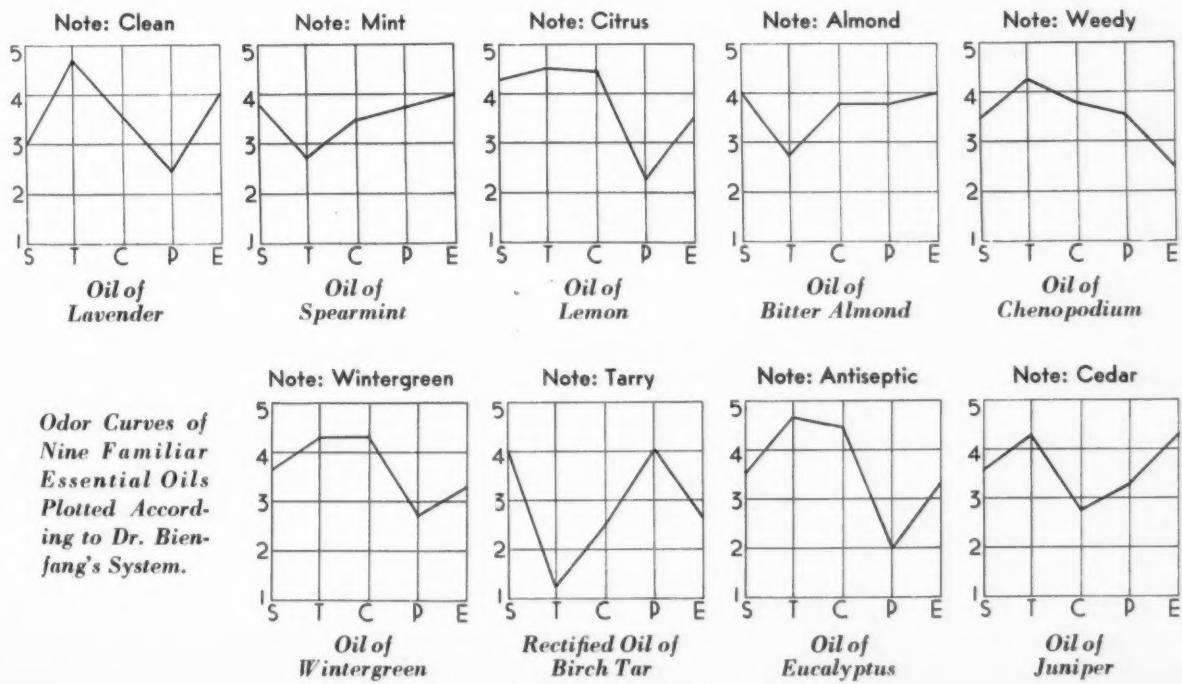
THE attempt at a more definite classification of odors is by no means new, nor is it herein suggested that the writer presents the final solution to this attempt. The following remarks are intended only to carry on that endeavor previously engaged in by such as Piesse, Rimmel, and Crocker and Henderson.

Five separate qualities are put forth as being the component parts of each

odor: strength, tone, clarity, persistency, and esthetic effect. These qualities are further divided into five unit degrees. This gives 25 unit possibilities, out of which five are chosen in classifying an odor. Should the entire suggestion of an odor curve prove practicable, it would be possible to go beyond the units and employ fractions in the plotting.

By way of making these degrees

more readily usable, it was thought desirable to use common odors as examples of individual degrees. Many readers may not approve of those chosen, and will perhaps prefer to replace them with some of their own choosing. Also in some localities, certain odors are much more familiar than others. The writer has represented one degree of clarity with locust blossoms, an odor very familiar to people



in Norman, but possibly unknown to certain people in other regions.

Strength

This quality was considered to be of primary ascertainment and is given, with the following suggested degrees, running from weak to strong:

1. wood
2. tea
3. lilac
4. cloves
5. ammonia

Tone

This is the musical keyboard of Piesse in briefer expression, running from bass to treble clef:

1. smoked meat
2. burning leaves
3. pineapple
4. clover
5. iris

Clarity

The degrees offered in clarity are in slight variance with the foregoing in that "5" represents most clear, "3" indifferent clarity, and "1" muffled or soft, instead of being a straight line run of positives.

1. sachet
2. locust blossoms
3. rain
4. turpentine
5. menthol

Persistency

These degrees are again positives as were those of "strength" and "tone," and run from an example of transitoriness to one of extreme persistency:

1. violet
2. apple
3. anise
4. neroli
5. otto of rose

Esthetic Effect

These, in keeping with those for "clarity," are of the negative and positive type with "3" representing indifference:

1. asafetida
2. cod liver oil
3. sawdust
4. coffee
5. rose

Presenting the whole as a graph, there evolves the graph as illustrated.

"Note" has been included as a further aid in classification, and may be used in the sense of comparison, although not necessarily so. It may re-

fer to something in a larger sense, like spring, ballroom, orient, or sports.

It is hoped that the odor curve will prove a valuable adjunct in the identification, evaluation, and utilization of odors.

Bibliography

- Crocker, E. C., and Henderson, L. F.—*American Perfumer and Essential Oil Review*, vol. 22, p. 325 (1927).
Poucher, W. A.—*Perfumes, Cosmetics and Soaps*, vol. II, pp. 60-65 (1932).



■ **BABY OILS** An article in the *American Journal of Pharmacy* says in part, "The modern baby oil, besides being blended from several kinds of oils, contains preservatives which keep it from becoming rancid and hence irritating, and what is more important, is made antiseptic toward the types of bacteria found on the skin." This type of product (oil) is rapidly gaining in favor both for babies and adults, for the use of oils for body anointment is a practice going back many centuries. Blended oils are usually better than straight oils because different oils have certain special properties. Each oil is present for the property it is capable of endowing the product with.

■ **CHEAP CHOLESTEROL** Many would like to use this material in some cosmetic preparation, but to date the high price has made it prohibitive. An Eastern manufacturer recently showed us a nice product, which he confesses is not a c.p. product, with good solubility, lack of odor, at a price that everyone can buy. As you know, removing the last trace of impurity from any chemical is always a costly operation. Sometimes, traces of impurities are not undesirable. So why go to the extra trouble to remove a trace if its presence won't hurt and yet cut the price of the material in half? We know of no good reason.

■ **ANTIOXIDANTS** Holmes, Corbet and Hartzler find that using both lecithin and hydroquinone together increases the antioxidant effect considerably more than the additive effect of each alone when preserving vitamin A in fish oils. This might be an interesting experiment to try with oils and fats used in the toilet goods industry. In the past even as now, only one antioxidant is used if any at all. The above workers found that when 5 per cent lecithin was used alone, no antioxidant activity was

found. But when as little as 0.1 per cent was used with 0.025 per cent hydroquinone, the time for complete destruction of the vitamin was increased quite some, and when 0.1 per centum of each was used together, the action of the antioxidants was increased as much as 75 per cent after 42 weeks.

■ **SUN TAN AGAIN** We picked up several of the best known, and some were at the highest price, sunproof or sunburn preventatives of last season. Each was tried on a patient with a special carbon arc lamp. The arc was such that a painful burn was produced on 18 minutes of exposure. Only one product stood the test. The others had little or no protective qualities at all. Surprising to note, one product, not a sunproof cosmetic—had the best and most complete filtering action. The skin did not even get red when it was used.

■ **IRON PREVENTS SUNBURN** And now comes Dr. H. L. Eder who believes that poor tissue nutrition is responsible for sunburn on exposure to the sun, and which condition may be improved by taking iron internally. Says the doctor, ". . . good tissue nutrition . . . necessitates a large intake of iron as a means of building up a resistance to the sun's rays and also proves beneficial to the general well-being." Clinical data seem to show a close relationship, too, to iron intake and prevention of freckles. The doctor concludes that any healthy being with sufficient iron in his body can withstand sunburn and get the benefits from sunbathing without the usual pain. This may seem like a bit out of line with cosmetics, but it is certainly interesting to know more about the why of sunburn. Dr. Eder's theory is novel and seems well founded. We hope he investigates it further.

The Connection between Odor & Constitution in the BENZOTHIAZOLE GROUP III

A Communication from the Organic Laboratories of Columbia University, New York
by DR. MARSTON TAYLOR BOGERT, Professor of Organic Chemistry, Columbia University

IN previous articles (Bogert and Stull, THIS JOURNAL, 20, 453, Oct., 1925; 22, 63, Apr., 1927), attention has been called to the fact that the geranium, or tea rose type of odor exhaled by 2-phenyl-benzothiazole, particularly when distilled or in solution, is possessed by certain other benzothiazoles and some analogous benzoselenazoles as well.

To that list, we can now add the 2-alpha-pyrryl-benzothiazole (IV) and the 2-methyl-6-bromo-benzothiazole (V), whose synthesis we have described elsewhere (*J. Am. Chem. Soc.*, 57, 1660 (1935)).

This gives us a total of eight compounds, endowed with the same peculiar type of aroma, and whose molecular configurations resemble one another quite closely architecturally, although differing in details.

So far as the odor of 2-methyl-6-bromo-benzothiazole is concerned, it recalls the observation of Dyson (*Perfumery & Ess. Oil Record*, 19, 90, 341 (1928)) that the entrance of a halogen in the *p*-position of aromatic mustard oils imparts to them a sweet anise type of aroma.

This apparent connection between odor and what may be called architectural type, in which molecular structure seems to play a more prominent rôle than that of the particular elements present, has been observed before in the perfume field. One of the most interesting instances is the persistence of the musk type of odor for certain large carbon rings, whether they happen to be unsaturated (civetone) or saturated (muskone), ketones, lactones (ambrettolide), imines, carbonates, malonates, oxalates, sebacates, etc.; as shown especially by the investigations of Ruzicka, Carothers, and their co-workers.

		M.W.	Corr. M. P. (C°)
I		211	114
II	"	201	105
III	"	217	99.5
IV	"	200	130-133 (with decomposition)
V		228	220° (with decomposition)
VI		258	117.5
VII	"	248	133
VIII	"	264	114.5

Gums and Balsam Imports Increase

Imports of the various gums and balsams used in the pharmaceutical perfume and toilet preparation industries showed a substantial gain for the first nine months of 1935, compared to an equivalent period of 1934. Details of the trade in these gums and balsams follow:

	1934 (9 mos.)		1935 (9 mos.)	
	Pounds	Dollars	Pounds	Dollars
Balsams	310,000	79,000	296,000	98,700
Gum Arabic or Senegal	5,229,000	316,000	5,825,000	423,000
Tragacanth	1,037,000	274,000	2,036,000	430,000
Kadaya (Karaya)	3,297,000	313,000	3,482,000	231,000
Other gums and resins	2,434,000	252,000	2,796,000	277,000

new products and packages

by MARY L. GOODMAN

SPECIAL RECOGNITION: This rather unique compact is not just another vanity, but one which will make an ideal gift item because of its originality and beauty. It is presented by Yardley of London, who very aptly has named it "Mirror-Pact." The case is of gold metal, with an engraved floral design on the back, and the top is a good-sized mirror which slides back, revealing two partitions for powder and rouge. Between these partitions is a hinge, so that when the powder alone is being used, the mirror can be set at an angle to the powder compartment, a very clever idea indeed. This "Mirror-Pact" is attractively presented in a gold box, the inside of which is covered with crimson velvet. Included with the compact is a felt slip cover to prevent the mirror from breaking or scratching in the purse.



1

HOUBIGANT: As we predicted some months ago, gardenia is now perhaps the most popular of floral odors, and this firm has succeeded in perfecting a very true fragrance indeed. These new packages are quite handsome and outstanding and play up the gardenia note with good effect. The boxes are glossy black with a "Kelly" green base, and a bright white gardenia and green stem is embossed on the cover. The perfume is available in two sizes, with the same motif also embossed on the gold metal label.

2

ROSE LAIRD: As the name on the label implies, this product is a new cleansing cream which, according to its creator "works alone—unsupported by any other cream or lotion." It is particularly offered as a cream for the young skin and especially useful for the traveler, as she thus avoids carrying several jars of different creams. It is packaged in a white opal jar, with white metal cap, and the regular green Laird front and back labels.

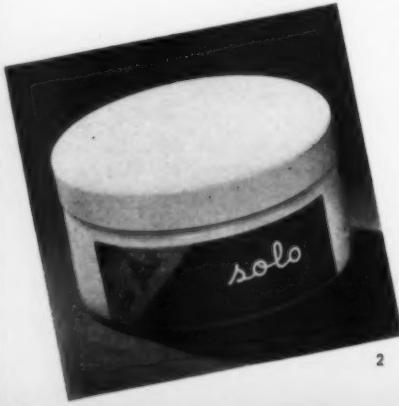
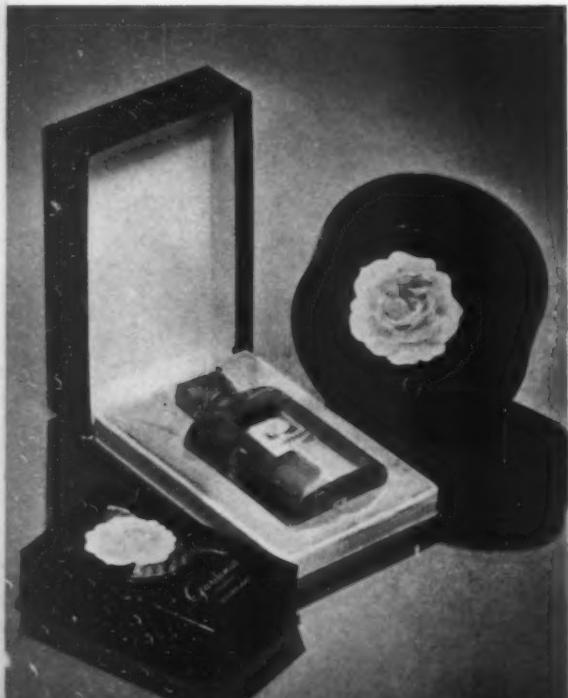
3

BEAUTY-SHEEN: This new hair preparation purports to be both a lemon rinse and a wave set, and may be used on blonde, brunette or white hair, although it is particularly recommended for bleached heads. A black and white wrap-around label gives directions on the back for its use and a brief description of the product. A little leaflet is inserted under the label in which testimonial letters are quoted.

4

CARON: Rouge powder and face powder in a complete palette of new shades and tones are now being offered by this important house. The rouge powder is called "Reflet de Beaute" and is available in twenty different shades suitable for all hours of the day. It is wrapped in a "Cellophane bag" and rests in a

1



2

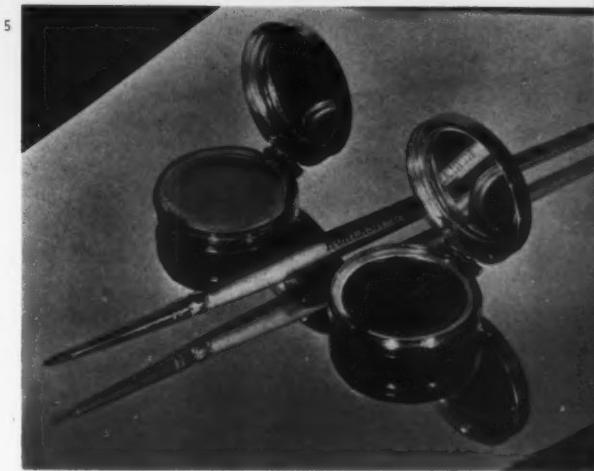


3

little woven basket of heavy thread set in a paper box which has a glossy black cover. The edges of the box and name are in gold. The face powder is called "Mademoiselle Peau Fraiche" and comes in ten shades, six for daytime in an ivory box, and four for evening, in a rose box. The puff is made up of individual sheets of light-weight crepe paper.



4



5

KURLASH: Two new shades of eye shadow, gold and mahogany, have been added to this company's extensive line of eye preparations. The bottom of the metal cases are black, while the covers are silver. The gold painted brush is tipped with fine camel's hair, and is used for applying shadows to the eye-lids.

6

ARDEN: Violet is a very popular color this spring and women have been voicing a demand for a harmonizing cosmetique. Miss Arden offers such a product in an interesting little "Beetleware" box, which contains a tiny eyelash comb and brush in special niches, and has a convenient mirror inside the fold-back lid. And now comes a "Slenderlines Reducine" lotion said to be highly effective in smoothing away curves on the arms, legs and other parts of the body. The bottle has a molded pleated effect around the shoulders with a silver label and plastic cap.

7

RUBINSTEIN: A special eye treatment package, which includes eye lotion, eye tissue oil, special eye cream, and eyelash grower, also contains two beauty preparations, cleansing cream and anti-wrinkle lotion, making this a convenient set for an entire beauty treatment. The little jars and bottles all have black caps, and fit into cut-outs in the ivory and red paper box. A similar package contains seven preparations designed to give a complete throat and face treatment, and a little booklet is included giving throat and neck exercises.

8

PARFUMERIE ST. DENIS: A new and popular floral odor has been added to this company's line of bath products. It is very attractively packaged in real lily of the valley fashion, white and green. The liquids and crystals are green,



7



53



8

as well as the little satin sachet pillows which have the trade mark stamped in gold. The dusting powder and talcum powder are in white paperboard containers with green trim. The only departure from a true family line are the caps which unfortunately do not harmonize in color or material. The caps on the eau de cologne and dusting powder are of gold metal, while the bath oil has a black molded cap and the crystals a white metal cap with colored trim. Quite a variety of caps, which perhaps could have been avoided. The items are available in several sizes, and a lily of the valley boutonniere is given away with each large size. These boutonnieres make very effective counter displays with the products, and in this flower-conscious Spring season should make an immediate appeal to the purchaser.

9

CHRISTY, INC.: A new manicure set packed in a compact box of molded "Durez." It consists of four bottles which rest into triangular recesses in the base, along with the usual orange-wood sticks, emery boards, etc., and a tight fitting friction cover slides over the top. This package is especially recommended for the traveler because of its light weight. Photo courtesy General Plastics, Inc.

10

LANVIN: This company is now offering its "Geranium d'Espagne" eau de toilette in a smaller size in response to many requests for such a package. This product has always been very popular, and is now presented in a four-ounce square bottle with no decoration but a tinsel cord and flat molded stopper. The face powder is available in seven shades and is packed in an ivory colored box with brown edges and base. A "window" in the cover clearly shows the shade of powder, thus avoiding the necessity of opening the box. A quick and effective way to see the contents.

11

PROCTER & GAMBLE: "Drene" shampoo, introduced about a year ago, now makes its appearance in a different bottle and a new label. These bottles have colored "Artmold" screw caps which securely seal the shampoo. Photo courtesy Armstrong Cork Products Co.

12

THEON: Manicuring set for professional use of lustrous black "Bakelite" holding six bottles of nail polish and one bottle of nail polish remover. The compartments for nail white, cuticle salve, etc., and the closures are of ivory, in sharp contrast to the black stand. Photo courtesy of Bakelite Corp.



10



11

13

MATCHABELLI: This attractive new automatic lipstick is designed to match the company's compacts and cigarette cases, but makes a very handsome accessory even by itself. It is of white enamel with gilt slide front and edges, and has an improved mechanism for opening and closing the case.

14

MINERVA COSMETIC: This product is said to contain 65 per cent concentrated milk to which has been added other ingredients helpful to the skin. Quite appropriately, this powder is packed in an ordinary pint milk bottle, and its only decoration is a white satin ribbon around the neck. The label is white and black, and the cap is of white viscose.

15

LENTHERIC: Gardenia Bouquet, a new product introduced by the company in a most attractive floral package. The bottle is a classic shaped decanter, hand-etched with a blossom spray. The stem of a little gardenia boutonniere, which can later be worn on a suit or dress, is tucked under the neckband. This bouquet is a lighter version of the gardenia perfume sponsored by Lentheric, and is recommended for daytime use.



12



13

14

15

by Don Collins



Doctor Detailing Helps Sick Sales

Physicians are receptive to detailed information about cosmetics. Their approval is an important factor in securing consumer acceptance.

FROM out of the barber shop came both medicine and cosmetics and, try as they may, over a long span of time, they have never been able to completely divorce each other. Women today are coming to realize that personal charm and beauty are not skin deep but sometimes even depend upon the proper organic functioning of the entire body. Because of the patient's association of beauty with health, the doctor is often confronted with questions he is not adequately equipped to answer.

What is the best face powder? Is mascara injurious? What soaps are not irritating to tender skins? Inquiries such as these, and numerous others, are mildly disconcerting to the physician. The average doctor knows little about cosmetics, yet his professional pride will not allow him to

plead ignorance. There are even times when the medical man himself must be prompted to wonder where the medical treatments end and the beauty preparations begin.

No longer are women willing to believe the lure of the glittering promises of the advertising copy-writers. The intelligent woman has heard remotely founded warning cries of fear-advertising so often that it annoys rather than influences her. No longer is Miss and Mrs. America willing to take the advice of the beautiful girl on the billboard. Today she intelligently seeks more scientific advice by consulting her physician.

Nothing has been done about this perplexing condition. The doctor is too busy. His never-ceasing battle is one of life and death. Beauty to him is only incidental, a thing apart. Yet

to the manufacturer of cosmetics, beauty is of vital importance; it is his living. So, it is for the manufacturers of beauty preparations to take the initiative. It is for them to unravel this confusing quandary that daily confronts the doctor. They must furnish the medical man with the needed knowledge and information.

Promotional work and goodwill building are costly. Will these expenditures be justified by hope of any additional profits? What price beauty now?

In attempting to answer these questions I am forced to switch this article to the first person since the material, incidents and suggestions are drawn from personal experience and observation. Consequently, any other presentation would be merely an affectionation.

For over a year I have rung doctors' doorbells to promote the sales of a nonmedical product. Surprising as it may seem, the large majority of the doctors called on were helpfully attentive to my story and definitely active in their efforts to recommend the product.

Some results obtained from this doctor detail work is well illustrated by the following facts:

Two Saturday demonstrations were given in a city, the population of which is 402,573, where no doctor detailing had been done. Thirteen items were sold one day and 36 another.

These two demonstrations were con-

ducted in stores of equal size and importance. Both outlets were owned and operated by the same parent company. By all logical reasoning the store yielding the best results would have made the worst showing had there been no doctor work done in that city.

During an off-season of the year in the city where no doctor promotion had been done the test store showed practically no weekly sales. While the store in the city where the doctor work had been done, over a period of four weeks, showed an average weekly sale of 60 items.

A less accurate check was also made in the smaller outlets of these cities and the proportionate sales closely followed those of the test stores.

After interviewing over two thousand doctors, I have learned that most of them are interested and open minded toward any product that has genuine merit whether it be a pharmaceutical, a food, or a cosmetic.

During my talks with medical men they have volunteered a keen interest in soaps, lotions, and cleansing creams. They are as hungry for knowledge of beauty preparations as their positions allow them to be.

An interesting fact which happened in my own home over twenty years ago may be well used as an illustration of the importance of the doctor's influence over the buying habits of Mrs. John Q. Public. A doctor was calling daily at our house to treat a member of the family stricken with a very contagious disease. At the end of each visit the physician washed his hands in an antiseptic solution which was very strong but equally hard on his skin. Once, after taking his hands from the sterilizing fluid, this doctor asked for some "Hinds Honey and Almond Cream." There was none in the house, none of the family had ever heard of the product. However, the day after the doctor asked for it this lotion entered our home and from that day to this, for over twenty years, "Hinds Honey and Almond Cream" has been in daily use. I can truthfully say that no advertising, or special inducement could influence my mother to switch from the product that was introduced by the family doctor.

In nearly all homes the doctor's advice is taken seriously, his endorsement of a product is indisputable. To follow the old Chinese saying that—one picture is worth a thousand words—I would say that in advertising, one doctor's recommendation is worth a thou-

sand copy-writers or radio crooners.

To obtain the fullest effect from doctor detailing samples of the powder, cream, lotion or soap must be distributed. The age-worn method of leaving samples with the doctor is not the most efficient as it causes waste and tempts ineffectiveness. The best results are gained when the samples actually reach the ultimate woman buyer. Upon this one detail the tremendous success or mediocrity of doctor work depends.

Doctors Give Support

In a city of 42,006 people 111 doctors were detailed. Fifty-two doctors gave active and willing support. Samples were distributed under the endorsements of the family doctors to 850 real prospective buyers. These figures indicate only the positive doctor support. Unquestionably a great percentage of the doctors who could not be checked also gave their endorsement to the product and the word of mouth advertising of the patients sampled spread like a chain letter.

Special care should be used in choosing a man for doctor detail work. It is not advisable to entrust it to a regular salesman. Aggressive qualities that make a good salesman may be the ruination of a good detail man as doctors will not be high-pressured into service for beauty preparations. Detail men must be well educated for not only do they have to talk intelligently and diplomatically about their product but must be prepared to meet the doctor on equal footing in a general conversation. The detail man must present his cosmetic story tactfully and not force it down the doctor's throat. He must be diplomatic enough to avoid treading too heavily on a physician's theories. He must be able to defend his preparations without placing himself in a too superior position for all doctors are educated men of good standing and resent being disputed by any layman, especially when the discussion concerns their scientific knowledge.

Before introducing a cosmetic to doctors it must be studied very carefully as to its true worth and actual value because professional men are very conscientious and cautious concerning their recommendations and will be convinced only by proven facts and honest research. When all outstanding qualities of the product are determined ten or twenty doctors should be consulted for their reactions. Then it can be decided what technique should be used, for a

detail man should follow a very definite line of approach and use extreme care in his presentation.

As a time saver much care and thought should be given when a detail man enters a locality. It is advisable to call on the local drug store, and there, if possible, obtain a list of doctors who will be interested in his product. Specialists, surgeons, and X-ray men are usually removed from the calling list as in many cases they are not interested in subjects remote from their specialty. It is also advantageous to consult the Medical Directory, when available, for from this book may be obtained the office hours and general information concerning the physicians to be called on. Many doctors resent calls from detail men except during their office period. Therefore, unless the manufacturer's representative plans his calls his working day is sure to be compressed into a very few hours.

Correct Procedure

After entering the doctor's waiting room, a detail man should take his turn in entering the office. Before going into his talk he should present the doctor with a generous sample, making it definitely known that it is a gift. Doctors are more open eared and less abrupt with straight detail men than they are with out-and-out salesmen. This is natural, as anyone upon being approached by a salesman is quite inclined to lock his mind to save his pocketbook, while all intelligent people are quite open to worthwhile information that is properly presented.

During the doctor work the detail man should call on the retail outlets in the neighborhood to get the locality's reaction toward his preparations and inform the merchant of the special promotion that is being done. These retail calls are not hard to make since the majority of doctors have afternoon hours which leaves the morning quite open for store calls.

Shortly after the detail work has been done in a neighborhood, a salesmen should call on the trade and reap the orders that the detail man has sowed.

All live and aggressive merchants are grateful to the manufacturers that bring their lines to the local doctor's attention. Store keepers, like all others, are appreciative of special help that is beneficial and will stand firmly behind the manufacturer that gives such aid long after the promotional work has been done.

Are Unequivocal Rulings Impossible?

"G.C.M.'s" covering the excise tax on cosmetics, the confusion becomes greater. The last of this series, reported exclusively in this magazine last month, has been no exception to this rule.

The industry had been definitely led to believe by a high official of the Bureau that the new ruling covering the private brand and bulk goods situation would be definite, clear cut and complete. In fact, this official had intimated that at last there would be a "T.D." which would cover the situation and put an end to the uncertainty and fear of capricious reversals on the part of Washington.

We say "capricious reversals" advisedly for we can find no other term which will fit the activities of a Bureau which changes its position every time it finds difficulty in securing as much tax as it would like.

It is quite true that only a decision signed by the Secretary of the Treasury has the effect of law. That, however, is no reason why a responsible and conscientious manufacturer should be unable from one day to the next to count upon the Bureau's definition of the word "manufacturer." It may be impossible for the "high officials" to define this ancient and etymologically simple term. It is, of course, impossible to define any word when your desire is to have it mean one thing today and another thing tomorrow. If our "high officials" have so much difficulty with so simple a matter, is it any wonder that the industry is harassed by their lack of stability on the somewhat more complex language which Congress used in the tax law?

This industry has been very patient in its contacts with the Bureau. The industry's publications have been meticulously careful not to engage in bitter criticism during the last four years, even when such criticism seemed fully warranted. In our opinion, the time for less courtesy and more pointed speaking has arrived.

Frankly, we believe, and have believed, that almost any ruling which would place all on an equal and equitable basis would be workable. The amount of the tax is important, but not vital. What the industry wants and needs—what the industry is entitled to—is a definite ruling or body of regulations and some responsibility on the part of the Bureau to operate under these rulings.

Those who congratulate themselves upon the fact

Every time there is a reversal, or as the Bureau puts it, a "modification" of one of the long list of

that G.C.M. 16223 is "only another G.C.M." do the industry slight service. They would merely perpetuate a situation brought about by inept and fumbling officials in Washington who are either unable to draft an intelligent ruling or too indolent to give it the needed mental effort. It is time for the industry to unite and compel these "high officials" to act sensibly or lose their "high" status.

We say this with every appreciation of the Bureau's difficulties. It is quite true that a few "chiselers" may find ways to evade any ruling which is not left open to "take care of each specific case separately." At the same time, there is no reason why the vast majority of responsible, reliable and honest manufacturers should be hampered, harassed and punished because Washington has trouble catching a few little "chiselers" whose business and whose tax is wholly unimportant.

As for the ruling itself, it is a definite reversal of parts one and two of the Charest ruling even though Washington may call it a "modification." Anyone who acted in good faith under the previous ruling should resist all attempts on the part of Washington to collect "back taxes" or make the ruling retroactive. Law and morals will be on their side.

In fact, one of the Bureau heads, in an "off the record" statement, specifically said, not once but several times that the new ruling could not and would not be retroactive. He now hedges by saying that this "must have been predicated on a particular case or problem." We are still loath to be more specific on his identity, but efforts to make G.C.M. 16223 retroactive, may relieve us of the feeling that we should be bound by this "confidence."

What the industry needs is a definite body of regulations under which it can operate. We have been very nicely polite in the past in trying to get it. When it had been virtually promised, we get—G.C.M. 16223, with the threat that it will date back to the beginning of the tax in any cases where the Bureau thinks it can get away with it. Are we going to take that and wait for the next one, which, by all past experience will be more confused and confusing yet? There are those who are over the "high officials," and there is a Congress, especially susceptible in a general election year.

In our opinion, it is time to go after the Bureau of Internal Revenue and its "high officials." No committee or group in the industry can do anything more worthwhile than to take steps to correct a situation which grows more and more intolerable.



S. L. MAYHAM, Editor

Mary L. Goodman,

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Can the Tax Be Removed?

With new rulings adding confusion to an already difficult situation, pressure in the industry for some adequate steps looking to the elimination or modification of the excise tax on cosmetics has grown. At the same time, the futility of a large part of the efforts put forth in the past by the industry and its attorneys is being realized more and more. The opinion is now freely expressed that there is no chance of repeal or modification of these taxes now or at any time in the near future. The Toilet Goods Association is being openly criticized for the failure of its efforts toward repeal and its inactivity along the lines of securing a fair and workable body of rulings under which the industry can operate.

With this extremely gloomy view of the situation, we can sympathize, but by no means agree. It is true that the efforts of the industry through the appearance of manufacturers and lawyers before Congressional committees and in the offices of Senators and Representatives are not likely to accomplish either repeal or modification. In the first place, revenue was never more needed. It is also true that this industry has but slight standing with Congress. Census reports show that we are few in numbers and by no means important in political influence. In a general election year, taxes will be placed where they are least likely to excite large numbers of voters.

As for the appearance of our attorneys, they have done the best they could and their efforts should be commended. But lawyers are "a dime a dozen" in Washington when taxes and business regulation are under consideration by Congress. They are heard with scant respect and their arguments carry almost no weight at all. Their briefs are printed in the voluminous reports of Congressional hearings, which not

even the committee members themselves could possibly find time to read.

It is a fact, however, that Congress is very sensitive to the pressure of votes. It is also true that the public, particularly women, would be interested in this tax if they knew anything about it. Most of them do not, and that is our own fault. We have been so careful of competitive advantage on this tax matter that we have, perhaps, overlooked the greater advantage of public pressure for relief from taxation.

Suppose during the next few weeks that every advertisement of toiletries and cosmetics, whether direct by mail, in magazines and newspapers, or over the radio, presented the simple statement that there was a ten per cent tax on the manufacture of these products. Even without argument, would it be long before the consumers became conscious of this tax?

Or suppose petitions for repeal of the tax were placed in each of the 50,000 beauty shops and in each of the thousands of retail outlets for a single week with instructions to demonstrators and sales people to secure signatures. Would it take long to secure a million or more signatures to these petitions? Or would it be long before Congress realized that maybe we did have a few votes after all? A test of sentiment on this proposal has already been made by this magazine, and the results indicate that whole-hearted support by the industry could readily be secured.

The first of these two methods would entail no expense whatever. The other could be done at a very moderate cost.

Quite frankly, repeal will never be accomplished by the methods which we have used so far. Isn't it time we tried some new ones, designed to put upon Congress the only kind of pressure that Congress, in an election year, will understand. Perhaps these methods might not work, but then again, they might.

letters

For Our Next Questionnaire?

EDITOR, *The American Perfumer*

SIR: I want to express our appreciation of the article on "This Consignment Business" in *The American Perfumer*, received today. I trust that this is a step to eliminate the second greatest evil in the perfume and toiletries business.

In our opinion, the first—and greatest—evil of toiletry business is the demonstrator back of the counter, who is there for the sole purpose of convincing the buying public that her over-priced merchandise is worth the price she is asking. To the best of my knowledge and belief, not in one case where demonstrators are offering merchandise at point of contact with the consumer, would the merchandise sell if not virtually forced on the public by the demonstrator educated to misrepresent the quality and value of the product. I believe there is no other excuse for a demonstrator, except to misrepresent merchandise, and to give the retailer a secret

rebate—for this is exactly what the services of a demonstrator are intended to do.

Further than this, the placing of sales people at points of contact with the consumer is, no doubt, in restraint of trade under the Sherman Anti-Trust Act, as well as coming under the heading of "Unfair Business Practices." We can certainly expect the general perfume and cosmetic business to be regularly and constantly ridiculed before the general public, and more and more tax burden added to the industry until our national government, every state in the Union, and most of the larger cities have separately taxed the industry out of business.

Anything you can do towards eliminating these harmful practices will be appreciated by 97 per cent of the industry, and only by eliminating them can confidence be again restored in the minds of the buying public, and the tax man.

PARFUMERIE NISSERY
J. H. Davis
Boston, Mass.

We Agree on the Difficulty

EDITOR, *The American Perfumer*

SIR: It seems rather strange that the Bureau of Internal Revenue can make a ruling so drastic as that reported in your last issue under the present law, which specifies very clearly that the tax is to be paid by the manufacturer. We cannot conceive how the owner of a trademark can be classed as a manufacturer.

It might be interesting to take our own specific case to illustrate what the ruling of this nature will mean. On our entire volume last year, our profit, including the writer's salary, was in the neighborhood of 8 per cent. If we are to be burdened with a tax of 10 per cent it will mean an entire revision of prices, sales methods, a discontinuation of several thousand dollars' worth of literature, the loss of a good portion of our sales force and probably the loss of many dealers.

CORONADO COMPANY,
St. Paul, Minn.
H. L. Roth

T Y R O L E A N O I L S

DR. ERNEST GUENTHER, Chief Research Chemist, Fritzsche Brothers, Inc., in this installment, discusses the familiar *Pinus sylvestris* oil, widely used in perfumery and the less important oils of *Pinus picea* and *Savin*.

Pinus Sylvestris L.



THE oil distilled from the needles and twigs of *Pinus sylvestris* L. differs widely, according to geographic origin. The finest quality of oil undoubtedly is produced in Austrian Tyrol (Thal-Assling), which, incidentally, is also the main producing region. Small quantities of oil are distilled in Italian Southern Tyrol (Puster Valley), in Yugoslavia (Cerknica), Sweden, Thuringia (Rudolphstadt) and lately in Russia and Siberia. The yearly maximum production may be estimated at 2500 kilos, with a minimum of 1000 kilos.

Production takes place from the end of February to the middle of November until snow prohibits it. No distillation is carried out in winter.

The cutting of the material in many

ways resembles the cutting of the twigs of the silver pine tree. The only difference lies in the fact that in the case of *Pinus sylvestris* L. the plant material is obtained by clearing the woods which must be done regularly in order to prevent excessive growth of young trees. The young trees are tall and thin.

Prices of raw material and the quantities a man can cut per day coincide with those of *Abies alba*, Mill. If the trees are cut down entirely, it takes fifty to sixty years before they grow again to maturity. Conditions are different if the old trees are only trimmed or if the forests are cleared of young trees.

Distillation of one batch of oil lasts about five hours. One thousand kilos of raw material yield about 2.5 to 3.5 kilos of oil.

Chemical Constitution

The following constituents have been found to occur in the German and Tyrolean oils: d- α -pinene, dipentene, d-sylvestrene (carenene), cadinene, bornyl acetate.

The chemical constitution of the Russian oils is somewhat different. The following constituents have been identified:⁹ d-pinene, camphene, l-limonene, d-limonene, cadinene, dl-borneol, bornyl acetate.

Chemical and Physical Properties

According to Gilde-meister and Hoffmann¹⁰, the German and Tyrolean oils have the constants shown in Table I:

Most of the work on this oil has been done by Bertram and Walbaum¹¹.

Oils of unquestioned purity which were collected during the writer's sur-



A Characteristic Stand of *Pinus Sylvestris*

vey showed the properties given in Table II:

The boiling ranges determined on the above described samples show a much higher percentage of lower boiling fractions than Gildemeister and Hoffmann indicate. This is interesting in that a similar feature has been found in regard to oil *Abies alba*. We reported previously that genuine oil of *Abies alba* in the last few years,

TABLE I

Specific Gravity at 15° C:	0.865 to 0.886
Optical Rotation α_D :	-2° to +13°
Refractive Index $n_{D^20}^{\circ}$:	1.474 to 1.480
Bornyl Acetate Content:	1 to 5.6%
Total Alcohol Content calculated as Borneol:	3.9 to 7.3%
Solubility:	Clearly soluble in 7 to 10 volumes of 90% alcohol.
<i>Boiling Range (for Tyrolean oils)</i>	
160 to 165° C:	36% (mostly towards 165° C)
165 to 170° C:	24%
170 to 175° C:	10%
175 to 180° C:	6%
Above 180° C:	24%

TABLE II

	<i>Eastern Tyrol (Thal-Assling)</i>	<i>Southern Tyrol (Chienes)</i>	<i>Northern Tyrol (Oetz Valley)</i>	<i>Yugoslavia (Cerknica)</i>
Specific Gravity at 15° C:	0.874	0.872	0.876	0.871
Optical Rotation:	+ 2° 10'	- 0° 30'	+ 2° 12'	- 1° 35'
Refractive Index $n_{D^20}^{\circ}$:	1.4773	1.4743	1.4772	1.4752
Ester Value:	9.8 = 3.4%	10.2 = 3.6%	10.6 = 3.7%	9.9 = 3.4%
Bornyl Acetate	19.4 = 5.3%	20.8 = 5.8%	Bornyl Acetate	Bornyl Acetate
Total Borneol	Soluble in 6 volumes of 90% alcohol with turbidity.	Soluble in 5 volumes of 90% alcohol with turbidity.	Total Borneol	Total Borneol
Solubility:			Soluble in 6 volumes of 90% alcohol with turbidity.	Soluble in 6 volumes of 90% alcohol with turbidity.
<i>Boiling Range:</i>				
Up to 140° C:	4.8%			1.4%
140 to 145° C:	4.4%			2.88%
145 to 150° C:	4.0%			37.00%
150 to 155° C:	2.0%	Up to 155° C:	6.8%	19.20%
155 to 160° C:	14.8%	155 to 160° C:	22.9%	11.60%
160 to 165° C:	25.6%	160 to 165° C:	28.6%	5.60%
165 to 170° C:	8.8%	165 to 170° C:	10.5%	4.80%
170 to 175° C:	6.4%	170 to 175° C:	9.7%	3.40%
175 to 180° C:	1.7%	175 to 180° C:	4.2%	14.12%
180° C and above	27.5%	180 to 185° C:	1.6%	
(decomposition products and residue)		185 to 190° C:	1.2%	
		Above 190° C:	4.5%	
		(decomposition products and residue)	14.5%	
			19.0%	

for reasons unknown, has shown boiling ranges considerably lower than those of years ago.

Shipments of genuine oils which we received during the last few years ranged between the properties shown in Table III:

Two assuredly pure samples of Russian oils of *Pinus sylvestris* showed the properties given in Table IV:

Adulteration

Adulteration of this oil, too, is quite frequent and is carried out by adding limonene and all kinds of fractions of oil of turpentine, oil of pine and oil of camphor. It might be said that it is quite difficult to find pure oils on the market.

Employment

Oil of *Pinus sylvestris* L., like silver pine needle oil, is used in all kinds of toilet and medicinal preparations. It is usually combined with other pine needle oils.

TABLE III

Specific Gravity at 15° C:	0.866 to 0.872
Optical Rotation:	+ 1° 20' to + 4° 25'
Refractive Index $n_{D^20}^{\circ}$:	1.4739 to 1.4769
Ester Content calculated as Bornyl Acetate:	1% to 2.6%
Total Alcohol Content calculated as Borneol:	3.4% to 5.29%
Solubility:	Soluble in 6 volumes of 90% alcohol; to slightly turbid in 10 volumes of 90% alcohol.

TABLE IV

Specific Gravity at 15° C:	0.875	0.872
Optical Rotation:	- 0° 13'	+ 0° 28'
Refractive Index $n_{D^20}^{\circ}$:	1.4750	1.4755
Ester Content calculated as Bornyl Acetate:	5.2%	4.2%
Total Alcohol calculated as Borneol:	8%	6.5%
Solubility at 20° C:	Soluble in 5.5 volumes and more of 90% alcohol	Turbid in 10 volumes of 90% alcohol

TABLE V

Specific Gravity at 15° C:	0.874 to 0.888
Optical Rotation α_D :	- 20° to - 40°
Refractive Index $n_{D^20}^{\circ}$:	1.474 to 1.478
Bornyl Acetate Content:	6 to 12%
Solubility:	Soluble in 3 to 6 volumes of 90% alcohol; sometimes with slight turbidity.

Boiling Range: (According to Bertram and Walbaum¹⁵)
20% distills between 160 to 170° C.
50% distills between 170 to 185° C.
Above this temperature decomposition takes place.

Oil Pinus Picea

(*Picea excelsa* Lk. (*Picea vulgaris* Lk.)
—“Norway Spruce”)



This oil is of relatively little importance. It is produced in small quantities in Northern Tyrol (Thal-Assling), Yugoslavia (Cerknica), particularly in Southern Tyrol (Puster Valley), also in Thuringia and in the Black Forest of Germany. The total production of Tyrolean oil per year is not more than 200 to 300 kilos.

The nomenclature referring to this oil is often confused. Sometimes Siberian pine needle oils are listed under this heading, although the latter are distilled from *Abies sibirica*, Lebed., which is quite different from *Pinus picea*.

The cutting and harvesting of plant material of *Pinus picea* closely resembles that of *Pinus sylvestris* L., i.e., the trees are either cut down entirely or trimmed whenever the forests are cleared. This is usually done from the end of March to the end of October. Quantities of plant raw material harvested daily, plant prices, plant development, wages and transportation coincide with those of *Pinus sylvestris* L.

Distillation of the chopped plant material lasts about five hours. One thousand kilos of raw material yield about 1.5 to 2 kilos of oil.

Chemical Constitution

The oil was investigated primarily by Bertram and Walbaum¹² and later by O. Aschan¹³.

The following constituents have been found: l- α -pinene, l-phellandrene, dipentene, cadinene, l-bornyl acetate, santene.

Chemical and Physical Properties

According to Gilde-meister and Hoffmann¹⁴ the oil has the properties shown in Table V:

Two oils of unquestioned purity showed the properties given in Table VI:

As in the case of *Abies alba* and *Pinus sylvestris*, the boiling ranges

given by Gilde-meister and Hoffmann do not quite conform with the boiling ranges found lately on samples of pure oils. Here, too, the last few years seem to have brought about a change which as yet cannot be explained.

Employment

Oil of Pinus picea is not very well known and is rarely found on the market. It is available only upon special request. Like all other pine needle oils it is applied in all kinds of toilet preparations.

TABLE VI

	Tyrol (Thal-Assling)	Yugoslavia (Cerknica)
Specific Gravity at 15° C:	0.882	0.883
Optical Rotation α_D :	— 25° 30'	— 27° 15'
Refractive Index $n_{D^20}^{\circ}$:	1.4763	1.4753
Ester Value:	22.1 = 7.8%	27.2 = 9.5%
Ester Value after Acetylation:	Bornyl Acetate 40.8 = 11.3%	Bornyl Acetate 43.7 = 12.2%
Solubility:	Total Bornol Soluble in 8 volumes of 90% alcohol with slight turbidity.	Total Bornol Soluble in 7 volumes of 90% alcohol with slight turbidity.

Boiling Range:

Up to 155° C:	1.5%	Up to 160° C:	2.60%
155 to 160° C:	1.5%	160 to 165° C:	8.40%
160 to 165° C:	23.0%	165 to 170° C:	22.20%
165 to 170° C:	17.0%	170 to 175° C:	26.00%
170 to 175° C:	16.0%	175 to 180° C:	13.20%
175 to 180° C:	7.5%	180 to 185° C:	4.80%
180 to 185° C:	5.0%	185 to 190° C:	2.40%
185 to 190° C:	3.5%	190 to 200° C:	3.20%
190 to 195° C:	3.5%	200 to 210° C:	2.10%
195 to 200° C:	1.7%	Above 210° C:	15.1%
200 to 205° C:	1.4%	(decomposition products and residue)	
205 to 210° C:	1.0%		
210° C and above:	17.4%		
	(decomposition products and residue)		

Oil of Savin

Oil of savin is the oil obtained by steam distillation of the small twigs with attached needles of *Juniperus sabina*, L.

The savin tree occurs on a rather limited scale primarily in several parts of Tyrol, Switzerland, Southern France and Spain. In Switzerland the tree has been practically exterminated because it is the mother-plant of the fungus which attacks pear trees. The so-called “oil of savin” distilled in Southern France does not originate from true *Juniperus sabina*, L., but from closely related *Juniperus* varieties, such as *Juniperus phoenicea* and *Juniperus thurifera* var. *gallica*. For this reason the French “savin oils” differ in their constants from the true savin oil produced in Tyrol. Accord-



ing to Tyrolean sagas the savin tree was introduced into Tyrol by the Crusaders. The tree seems to prefer certain valleys of Tyrol whereas in other valleys, even those of similar climatic conditions, it does not occur at all.

Savin oil producing regions in Tyrol are the Oetz Valley, the Puster Valley, the Virgen Valley and the sections around the High Tauern.

The yearly maximum production of Tyrolean savin oil is about 2000 kilos; minimum production, 1000 kilos. With small curved knives peasants cut the plant material all the year around, even during winter if the slopes are free from snow and whenever they are not occupied with other harvests.

A cutter can cut daily about 100 kilos of plant material, thereby earning 6 to 7 Schillings (\$1.10 to \$1.30).

Permission to cut is given without charge so that only the labor must be paid for. After three to four years, the plant grows again. The material is transported to the stills by means of ox or horse-drawn carts.

Distillation of the chopped plant material lasts from twelve to fifteen hours. 1.5 to 1.6 per cent and sometimes an even higher yield is obtained.

Chemical Constitution

Oil of savin has been investigated by E. Fromm¹⁶, Semmler¹⁷, by the Schimmel chemists¹⁸, by Agnew and Croad¹⁹, Wallach²⁰ and by Elze²¹. The constituents shown in Table VII have been identified:

Chemical and Physical Properties

According to Gilde-meister and Hoffmann²², the oil has the properties shown in Table VIII:

Two samples of genuine oils which the writer had occasion to collect in the countries of production showed the properties given in Table IX:

Shipments of genuine oils which we received during the last few years ranged between the properties shown in Table X:

Employment

The oil is employed more in pharmaceutical preparations than in the perfuming of cosmetics. For this reason the oil is classified in the

TABLE VII

sabinol, an alcohol of the formula $C_{10}H_{18}O$, which is the most important constituent, present partly as free alcohol and partly in ester form, mostly acetate.	n-decyclic aldehyde
sabinene ($C_{10}H_{18}$) in d-and l-form.	In the waters of cohabitation:
a-terpinene	methyl alcohol
a-pinen	furfural
cadinene	diacetyl
citronellol	
geraniol	
dihydro cuminic alcohol	

TABLE VIII

Specific Gravity at 15° C:	0.907 to 0.930
Optical Rotation α_D :	+ 38 to + 62°
Refractive Index $n_{D^20}^{\circ}$:	1.473 to 1.480
Acid Value:	up to 3
Ester Value:	91 to 138
Ester Value after Acetylation:	127 to 154
Solubility:	Soluble in $\frac{1}{2}$ and more volumes of 90% alcohol; 3.5 to 15 volumes of 80% alcohol. In the latter, however, not always very clearly soluble.

Boiling Range:

Upon repeated distillation, 20 to 30% distills below 175° C.

TABLE IX

	Virgen Valley	Oetz Valley
Specific Gravity at 15° C:	0.928	0.913
Optical Rotation α_D :	+ 64° 30'	+ 59° 40'
Refractive Index $n_{D^20}^{\circ}$:	1.4722	1.4726
Ester Value:	126.8	117.5
Ester Value after Acetylation:	181.6	156.2
Solubility:	Soluble in 0.5 volumes and more of 90% alcohol.	Soluble in 0.5 volumes and more of 90% alcohol.

Boiling Ranges:

	Virgen Valley	Oetz Valley
Up to 165° C:	2.0%	1.60%
165 to 170° C:	1.5%	3.20%
170 to 175° C:	3.5%	6.40%
175 to 180° C:	5.0%	14.40%
180 to 185° C:	7.0%	5.60%
185 to 190° C:	7.5%	5.60%
190 to 195° C:	5.0%	4.6%
195 to 200° C:	10.5%	7.0%
200 to 210° C:	13.0%	6.0%
210 to 220° C:	8.0%	11.6%
220 to 230° C:	23.0%	9.2%
230 to 240° C:	11.5%	17.2%
240° C and above: (decomposition products and residue)	2.5%	7.6%

TABLE X

Specific Gravity at 25° C:	0.905 to 0.917
Optical Rotation:	+ 59° 30' to + 60° 40'
Refractive Index $n_{D^20}^{\circ}$:	1.4730 to 1.4740
Ester Value:	118.5 to 138
Ester Value after Acetylation:	147.5 to 154.9
Solubility:	Soluble in 5 volumes and more of 80% alcohol.

United States Pharmacopoeia. It is poisonous and is sometimes used for abortive purposes.

References

¹⁶ Bericht von Schimmel & Co. 1922, 30, and 1923, 237.

¹⁷ "Die Ätherischen Öle," Third Edition, Volume II, 185.

¹⁸ Arch. der Pharm. 231 (1893), 300.

¹⁹ Arch. der Pharm. 231 (1893), 295, 296.

²⁰ Bericht der Deutsch. Chem. Gesell. 40 (1907), 4919.

²¹ "Die Ätherischen Öle," Third Edition, Volume II, 179.

²² loc. cit.

²³ Bericht der Deutsch. Chem. Gesell. 31 (1898), 2025.

²⁴ Bericht der Deutsch. Chem. Gesell. 33 (1900), 1463.

²⁵ Bericht von Schimmel & Co. October 1895, 40., April 1900, 40., October 1900, 59., April 1903, 71., October 1907, 80., April 1911, 101.

²⁶ Analyst 37 (1912), 295.

²⁷ Liebigs Annalen 238 (1887), 82.

²⁸ Chem.-Ztg. 34 (1910), 767.

²⁹ "Die Ätherischen Öle," Third Edition, Volume II, 276.

Style Trends

FASHION is the expression, in form, of any commodity or vehicle that conforms to present day living conditions. In the first instance we list clothes, accessories, toilet goods; in the second, examples of modern transportation. As scientific developments and engineering continue to progress, fashions change with them.

Think for a moment of how this applies in practical experience. When homes became sufficiently heated, flannel underwear, quilted petticoats, unattractive hosiery, heavy nightgowns went out! When the era of the horse and buggy was replaced by that of the automobile, and later the aeroplane came into being, the style trend in women's garments changed with them.

As modern inventions replace the outmoded method of living, fashions in clothes, make-up, hair, change to



Flower Cart "Seen in the Stores"

meet these new conditions. Do you remember the days of the old-fashioned pompadour? At the present time there are darned few women in the country who have hair enough left to make one! And if there were, how long would they last on the golf course, in the speeding automobile, in the aeroplane, and how would they look with the smart tailleur, the modern hats, the formal evening gown with the newest hair

ornaments, the present day make-up?

All this has enabled the manufacturers of toilet goods to introduce and to sell many preparations that would otherwise never have been created.

There were manufacturers of high-laced boots, boned corsets, "hair-rats," who thought the good fortune they then enjoyed would continue forever, and who smugly ignored the then scarcely noticed style trend that eventually waved farewell to them, went swinging by and zoomed into a new high for those who had the vision to go along with it.

We have the same type of manufacturer in the toilet goods industry today, and when we tell him that 1936 will see a strong British influence in daytime attire, will he know what to do about it? WILL YOU? Well, we'll elucidate, because it's a joy to ride along the crest of the wave of fashion with those of you who are forward-looking.

At the time of the Jubilee, English couturiers designed and made gowns for most of the important women in England. This had its influence on our own fashions here in America. The attention of the world was focused upon England during the illness of her late King. It has been directed there ever since, and will be for some time to come. The new King has influenced men's fashions for years, and now that he has ascended the throne and it is known that he has a keen interest in business and can be counted upon to stimulate it, the Coronation will extend and intensify the already strong competition for first place in costume designing for women. All this will be reflected in America in the world of fashion, the first signs of which are man-tailored suits and severe hats to

accompany them. Remember, however, that these will be softened by lapel flowers, and on the hats, for, as we have remarked before, this is a feminine era.

Perfume houses in America have capitalized upon this in many ways. We have such perfumes as "Tweed" and "Cross Country," and there will be more of them. English firms like Yardley and Dunhill, will, of course, cash in heavily upon the interest we are taking in British affairs. Think it over and use your own knowledge in an original way to get your share.

The feminine flower note will be extended to embrace the woman's world in many ways. On dresses, flowers will be worn in the center, or at the throat, instead of on the left shoulder; thus they will attain new prominence. Flowered silks, particularly taffetas and chiffons, will be high fashion this year. Even negligees will have the flowered motif, and formal evenings will see large patterned flowered fabrics alternating with laces and chiffons. Flowers will even invade the home, in the form of chintzes and cretonnes for curtains, bed-spreads, summer chair covers.

The Directoire influence will be felt as the season progresses, and the Gibson Girl, popular in the Gay Nineties, will stage a revival and become once more a popular American heroine. Remember, as you see the modern version of her, that truly feminine costumes call for truly feminine make-up, and do not forget to promote your floral perfumes, for these are the perfect accompaniment for this new-old note.

Flowered hats will continue to be worn, also, and no woman is going to buy herself a new costume, particularly

the PENDULUM

by Edna Colladay Pierce

a new hat, without being sure that her complexion aids and her perfume are right for it. For instance, small flowered hats with veils; the beret, any brimless chapeau, calls for smartly arranged hair and the kind of make-up that can stand scrutinizing pretty carefully.

The Spanish toreador type, the Chinese pagoda hat, both call for very different kinds of make-up from the above mentioned one. And we won't use the same shades of powder, rouge, lip-stick nor eye-shadow for both of these, either. And we will be equally fussy when we wear a large brimmed hat for afternoon wear, or a severe, straight one for a tailored costume. In fact, there is no one item of a woman's attire that calls for so many changes of make-up as do her hats, and this should make you all very happy, for, as we said before, we *do* like to experiment! This year we will have plenty of opportunity to do so.

We are speaking here of the sophisticated, cosmetic-conscious woman, of course, and after all, it is this type of woman which sets the pace for the majority. You see, we women are so constituted that, when we wistfully contemplate the well-groomed, smartly clad woman we see, who seems to know just what to do to make her skin lovely, how to wear her clothes, we can't forget her! As she passes us, we get a whiff of the most delightful perfume—how we would *love* to be and look like her, to have every harmonizing detail perfect! We don't tell anyone about it, but we carry about with us desire, remembrance, a mental picture of how that woman looked, which finally culminates into a resolve to go and do likewise.

Maybe she was in a picture we saw; maybe she's a woman we know; someone we've read or heard about, who so inspires us, but, once the seed is sown, we cannot be happy until we, too, have gone out and purchased the things which do so much to lift our own morale. And this represents the feminine mass psychology which constitutes the bulk of your business in the toilet goods industry. There are the two extremes always: the woman who *knows* what to do and how to do it; the majority who *don't* know, but yearn to appear at their best, and try their utmost to attain this end.

Look over the women gathered together in the auditorium of any large department store; in any women's club meeting; in any motion picture audi-

ence; among your wife's friends; in any shopping center, and you will recognize the signs. As you perceive the truth, you will realize that there is a vast potential market for you to educate regarding *your* products. It is also a great responsibility and a challenge. How are YOU going to meet it?

gooseberries, white grapes, shiny red currants, cherries, raspberries; even wee bunches of vegetables, carrots among them.

And HOW women crowded around that flower-cart! Completely unable to resist the colorful temptation to brighten costumes and lend sparkle and verve to tailored lines, soft fabrics, printed silk frocks, they filled both hands at a time in an endeavor to choose from the gay galaxy. We may as well confess it, we succumbed, too, and came away the happier for the purchase of a brilliant nosegay!

Think how this idea could be carried out effectively in any progressive store, in any city, large or small. Imagine that gay flower-laden cart pushed about in departments which women invariably frequent at this time of the year. Say the millinery department for a while—then on to accessories—pause at the kerchief counter—then on to costume jewelry—and last, or first, if you like, but in any event certainly not least!—the toilet goods department! Pushed, if you please, by an attractive, summer-smocked salesgirl, who smilingly pauses to let her wares be purchased by eager women who can no more keep away from flowers thus displayed than can bees from real ones outdoors!

Some clever manufacturer is going to use this means some day to sell his floral perfumes. If one doesn't, he's passing up a good bet! Fragrance has been imparted to flannel, silk, satin, woolens, cotton and linen, why not to artificial flowers? For here's an odd thing—we watched the reactions of women to these spring-summer symbols, and *numbers of them* actually lifted the flowers either furtively or openly to their noses, an involuntary tribute to the accurate duplication of the real flowers they represented. Suppose the bunch of violets thus sniffed gave off the delicate fragrance of the growing violet? And the other blossoms were correspondingly scented? Can you imagine the impetus toward the perfume counters? Here's an idea for some canny, forward-looking manufacturer — tie up with a FLOWER CART—what a promotion that would be! We'd like to be in on that one ourselves!

We pass along this idea to you in the hope that it may inspire you with constructive thoughts about your own promotions.

Selling Hints

ARE you protecting the investment you have already made in your products by assuring yourself of consistent consumer satisfaction? Or have you changed your formulae in any of them in order to increase your volume with the minimum amount of expense involved?

It has come to our attention that some of the products that have long given eminent satisfaction to the purchasers of them have recently ceased to do so, for no apparent reason. Some of them have improved packaging, almost superlative in their given fields, and yet—the product itself no longer pleases a discriminating clientele.

We're just asking questions, not making accusations, you know! You yourself will eventually find out that you will agree with us, that IF you can improve the PRODUCT and improve the package also, it will repay you in dollars and cents for the effort you make and the expense you incur, BUT, if you sacrifice one for the other, don't blame the public when your sales fall off, blame yourself for employing such a short-sighted policy.

SEEN IN THE STORES:

Several unusually good promotional ideas seen recently in the New York stores could be applied, with facility and proficiency, by manufacturers in cooperation with executives in progressive stores in other parts of the country.

A huge push-cart, gaily painted, piled high with boutonnieres, in many and various floral combinations, occupied a strategic position in another Fifth Avenue store. There were bunches of wild flowers, violets, both purple and white ones, roses, carnations, camellias, daisies, heliotrope, jasmine, geraniums, poppies and many more. There were also tiny bunches of fruit,

The Farmer's Wife Takes a Wave—So What?



By Ethel Sherman Daniels

A WAY out in Iowa, they are raising statistics faster than hogs, corn or potatoes. Only on figures is there no crop reduction. They tell in glowing percentages the increase in the purchase of washing machines, automobiles, cream separators, trucks, tractors, and all commodities.

Buried beneath all the statistics is a fact that must not fall unheard, so far as cosmetic manufacturers or dispensers are concerned. Beauty parlors in Des Moines and in all crossroads stores are booming out of all proportion to their former business. The farmer's wife has taken to permanent waves!

There has been a tremendous increase in the number of waves, due to the entry of this entirely new figure in that field. A permanent wave is the most talked about, most eagerly sought commodity on the farm today.

To the manufacturers of cosmetics, it means that this is making inroads into established customs that will leave a lasting effect. The farmer's wife, the middle-aged or older woman, has begun to think of glamour. She has entered the beauty parlors. It is virgin territory and the field is open.

To understand the significance of the situation, one must first understand

the Iowa farmer and the wife. The Iowa farmer's wife has always stood for buxom health, energy and vitality, but she was the one who forgot there were dentists who replaced extracted teeth, whose hair was apt to get faded and stringy as she rushed from the milking to the baking and went from canning season to the autumnal "at home" for the threshers, and whose cosmetic uses were limited to an occasional dab of face powder. The advent of the second baby usually marked "finis" to any thought of further personal beautification, and the Iowa farmwife became the national personification of old-fashioned lack of grooming.

The farmer's wife has her own income, the cream and egg check, out of which most of them manage their home expenses. When the farmer is hard-pressed, farm activities absorb this money. As the rural income recovers, the wife can spend for some luxuries. She has started with permanent waves. How far she goes along the line she sees glorified in the movies depends upon the beauty operators, the drugists and the manufacturers.

The actual waving process is itself of lasting enlightenment.

"These women come in as timidly as though starting off on a stratospheric flight," one beauty operator tells.

"Sometimes they are apologetic and explain it with, 'I'm kept so busy, I'm sure this will be more comfortable for me.' "

"Once relaxed," this young operator continued, "they have the opportunity to observe the array of cosmetics before them; they see someone getting a manicure; they notice a tissue cream that will soften dry skin; they see that swans are made not born—and a flood of new dreams is unleashed."

Is it a wild dream to believe that nail enamel, eyebrow tweezers, deodorants, creams, rouges, hair oils, bath salts, shampoos and their like may be as important to farm life as the radio, automobile and power plant have become?

EAST AFRICAN FARMERS PRODUCING ESSENTIAL OILS

Many settlers of East Africa, particularly those that have found it difficult to make a profit from such products as sisal and coffee are turning to the production of essential oils, according to a report from Consul R. B. Streeter, Nairobi, made public by the Department of Commerce. There is every indication, the Consul states, that the production of essential oils, especially in Kenya, will in the near future become one of the leading local industries.

Cedarwood is one of the more important essential oils now being produced in the region, it is pointed out, and efforts are being made to increase the output and improve the quality of this product. Experiments have been conducted with geranium oil by the Kenya Government Agricultural Laboratories, but as yet oil of a quality comparable with that of Njory, some 115 miles distant, has not been obtained.

Fairly large amounts of cinnamon leaf oils are being produced in the Seychelles Islands, but most of the grass oils are still in the experimental stage, it is stated. Keen interest is also being taken in the growing of eucalyptus trees and plantations are being established as rapidly as plants become available. The quality of oil produced is said to be satisfactory. Lemon grass is also being actively propagated by planters, and experimental distillations are said to have run from 3 to 3½ liters per ton with a citral content from 85 to 90 per cent. These results were obtained from grass approximately six months old.

IMPROVING PRODUCTION

By RALPH H. AUCH, A. B., Ch. E.

NEW GADGETS

Formerly the breach between hand labor and automatic and semi-automatic machinery was quite wide. Many manufacturers in our industry found themselves outgrowing hand operations and their packaging costs mounting with no place to turn. This was because the available equipment was either too costly or of too large capacity for the small manufacturer.

With the return of liquor packaging activities have come many ingenuous pieces of equipment for producers. Portable mixers, small capacity, yet efficient filters, hand and motor driven label gumming machines, cutters for transparent wraps, label smoothing devices, is to name but a few.

Much of this equipment is available under \$100.00 and usually it pays for itself in a few months. Individual pieces of such equipment will be discussed and their operations described from time to time.

ON THE POROSITY OF CARTONS

In a face powder discussion in these columns, much interest was evoked by the statement "the package may be dust tight yet be a veritable sieve." It was made to emphasize the importance of effectively fixing the perfume and not using ingredients with a pronounced affinity for moisture. The statement was based on tests of three inch circles of face powder box-board in a home-made porosity device. Constant air pressure equal to a nine inch head of water was used and the only criticism ever advanced was the use of this much pressure. This pressure is less than 4 per cent of atmospheric pressure and a few barometer readings will show that the atmospheric pressure varies more than this amount.

That means that with every fall in the barometer, face powder boxes exhale and with every rise, they inhale. Hence the expression, a package breathes, and this is the reason the question was raised in the first place.

Other manufacturers have long taken cognizance of this phenomenon. For example, any baking powder manufacturer will cite or at least acknowledge the difficulties encountered, particularly in the Southeastern states.

A PREDICTION

In the active bid for business or the struggle for the very necessary added volume these past few years, many have over-extended themselves in dressing up their packages. Some of the cheaper lines have come to be like the proverbial "Five dollar collar on a fifty cent dog."

As the costs on raw materials and on the various findings (cartons, labels, inserts, closures, containers, etc.) mount, something will have to be done about it. This will be doubly true if wages go up (and we hope they do) and jobbing, dealer and retail prices continue to come down (and we sincerely hope they don't).

It will be far better to cut the costs on findings than to use cheaper, inferior ingredients such as commoner talc, lower titre stearic acid, a little less of a cheaper perfume compound, etc.

The past several years have seen some beautiful packages evolved, many innovations made and many lines improved and modernized. Most all have necessitated greater outlay for findings and some require considerable hand labor in assembling.

Oh, yes, the prediction! Such restyling as is done in the not far distant future will see even greater advances made than recent years have witnessed. And costs for findings will come down instead of continuing to go up by combining the art and skill of the designer and the ingenuity of the various findings manufacturers.

And, last, but not least, the new creations will not see the light of day until the production man has put his seal of approval upon them. They will be required to handle and assemble on auto-

matic or semi-automatic equipment and pack and ship satisfactorily.

READER'S CONTRIBUTION ON COLOR REMOVAL

We extend our thanks to F. H. Overton of Overton Laboratories, Hollywood, Calif., who sent us the following letter. It is friendly cooperation of this kind, and the exchange of ideas that make for progress in the industry.

Mr. Overton writes: "We have read with interest your article in the February issue of *The American Perfumer* on 'Improving Production' and have noted particularly your comments regarding the removal of color from deodorant solutions. We, too, had our difficulties with this problem, but managed to solve it to our own satisfaction, and therefore take pleasure in passing along the information to you in return for the many helpful hints we have received from your articles.

"Briefly, our process consists in adding about $\frac{1}{4}$ per cent of powdered aluminum (based upon the weight of aluminum chloride used) to a warm 20 per cent solution of technical aluminum chloride, and after standing, with frequent agitation, for several hours, filtering. Since the powdered aluminum is very difficult to wet by an aqueous solution, we have found it advantageous to mix it first with a little acetone or alcohol before adding to the chloride solution. Also, since a little organic coloring matter may be present, we usually add a little decolorizing carbon.

"Although this method does not remove the iron from solution, it does reduce the colored ferric ion to the colorless ferrous form, and we have found no difficulty in securing a perfectly water-white solution which has remained so over long periods of time. Samples kept for three years and longer have remained quite clear and colorless."



This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

40.—HAIR COLOR RESTORER

Q. Kindly send me a formula that works, for a non-alcoholic hair color restorer. Self-addressed envelope enclosed for reply.—L. G., New York.

A. Sorry but we are not in position to advise you on this in any manner than the following. Your city has recently passed laws in this regard. The Department of Agriculture goes into a tantrum every time it sees such a product. And we feel that the industry has enough black eyes from products sold in the past, that we do not want to go on record as suggesting a formula. Not that the product you might manufacture would be a bad one. No, sir. Just that we don't like to play with fire. But you might look over Redgrove and Foan's book, "Blond & Brunette," which tells you a lot about hair dyeing. It may be of help.

41.—BENZOIC ACID

Q. We are planning to derive Benzoic Acid from crude Gum Benzoin from Sumatra, and therefore shall be much obliged if you will kindly inform us the method of producing this line. Would we succeed in introducing this product in your market and at the same time meet the requirements of the U.S.P.?—H. C. S., Sumatra.

A. The production of benzoic acid, even in Sumatra where the gum can be purchased quite cheaply, is at this time hardly a commercial probability. The general method of manufacture is to place the powdered gum in a metal receptacle, covering it with filter paper or other suitable paper pierced with small holes and covered with a paper hood. When the powder is heated, not too strongly, the benzoic

acid sublimes and collects on the paper hood. The cost of producing commercial quantities in this way is so high that the product cannot compete in the market with synthetically prepared benzoic acid manufactured from toluene. Doubtless you have access to the works of Gildemeister & Hoffman and Dr. E. J. Parry on essential oils and their derivatives, and this would apprise you more fully of the method if you care to carry it out. We very much fear, however, that you will find the cost of your product much too high for its sale in any of the principal world markets.

42.—HAIR TONIC

Q. We are interested in putting on the market an antiseptic and germicidal hair tonic having a low percentage of alcohol, about 2 per cent. We want to guarantee this hair tonic for the following treatment: correction of oiliness, checking dandruff, stopping itchy scalp, retarding falling hair, to act as a non-sticky hairdress. Any information you can offer us on above would be greatly appreciated by us, for which we thank you in advance.—L. S., Philadelphia.

A. You have a problem for a consultant in this field to tackle. We really feel that if you are to offer a product on the market satisfying the specifications mentioned above, you need more than a little advice. However, to prove that we do not hail from Bonnie Scotland we suggest this line of attack. Any tonic correcting oiliness will tend to make more noticeable the dandruff, providing the oiliness is just that and not more serious. Resorcinol derivatives are useful in the treatment of itchy scalp, falling hair and dandruff. Sometimes useful in correcting oiliness, too. To utilize these, resorcinol monoacetate for instance, you will have to raise the amount of alcohol. Doing this, you automatically endow your product with hairdressing properties that are non-sticky, since alcohol is a nice product for this purpose. Getting in your germicidal and antiseptic properties might be satisfactorily accomplished if you have a high enough alcohol content together with a reasonable content of resorcinol monoacetate. However, you'd better check this with a bacteriological laboratory or you may hear from the Food and Drug Administration. Hope this helps you some. If not, call again.

43.—VANISHING CREAM

Q. I would like you to kindly supply me with a working formula for an inexpensive vanishing cream. If you cannot, would you be kind enough to inform me where I may be able to get it?—L. P., Brooklyn.

A. Such a formula was published in this department on page 102 of the September issue for 1935. Here is another, though, and it comes from the "Pharmaceutical Formulas," Vol. II, p. 76:

Stearic acid	50 grams
Oleic acid	10 grams
Potassium hydroxide	2.5 grams
Water qs	200 grams

Try either of these and let us know if they satisfy your needs. However, don't forget to read your AMERICAN PERFUMER regularly; it will help you in cases just like this.

44.—HAIR WAVING FLUIDS

Q. We are having a lot of trouble keeping our hair waving fluid from fermenting. This is the way we make it. (Method and formula follow.) How can we overcome our difficulty, as we are now having as much as 25 per cent returns on the fluid sold to beauty shops? R. M., Pontiac.

A. No wonder you are having the returns, and unless you were doing a pretty good job, they would be higher. All you lack is a preservative in your hair waving fluid. Try adding one of the esters of para hydroxy benzoic acid, the methyl ester for instance, in the ratio of 1:1000 parts of waving fluid. For further advice, see M. G. de Navarre's article on this subject in this journal, published in April, 1935, in which other preservatives and amounts needed are mentioned.

MODERN CREAMS

by Robert A. Kramer

Require special methods and special materials if they are to be made easily and economically.

If one should examine all of the new creams and lotions put on the market within the past few years he would find that the majority are soapless, i.e., they are not made by the saponification of stearic acid or beeswax.

The trend is away from the old soap type of creams so we find that modern creams are either neutral or acid. The reason for this trend is that cosmetic manufacturers are beginning to recognize the fact that the secretion of most skins is decidedly acid, the pH value being on the acid side. When soap is applied to the skin it naturally neutralizes the acid and "cuts" the grease, thus leaving the skin very dry and unprotected. Some experts claim that this causes redness (rash or irritation) of the skin after using soap, especially on sensitive skins.

When a neutral or acid cream is applied, it will never cause dryness or redness. It does not destroy the acid film with which nature has endowed us and which is a protection against infection. Moreover, an acid cream actually replenishes the secretion of the skin with acids. It is claimed that so long as the acid film is not destroyed by neutralization or a cut, bacteria cannot enter the body to cause infection. Furthermore, diluted acids are stimulating to the skin and enhance the formation of callus.

It is often said that free stearic acid in a stearate cream classes it as being acid. This is not true for stearic acid creams are still soaps and a solution of them always yields alkali by hydrolysis. Alkali with stearic acid forms fatty acid salts.

Neutral or acid creams are of two very distinct types: oil-in-water or water-in-oil. In the former the oils and oil-soluble ingredients are thoroughly dispersed in the water phase; in the latter type the phases are just the reverse. All are made with emulsifying agents which, unlike stearic acid and

beeswax, give creams without the addition of alkalis. The emulsifying agents now being used quite extensively as bases for modern creams and ointments are glyceryl monostearate and lanolin absorption bases.

Glyceryl Monostearate

As its name implies, glyceryl monostearate is the glycerin ester of monostearic acid. It is a wax-like substance which, when chemically pure, melts at 57°C. This substance is harmless to the extent that it may be taken internally. Emulsions formed with it are always of the oil-in-water type.

Glyceryl monostearate is mainly used as the emulsifying agent in the new types of soft greaseless creams and ointments. It will form creams with ten times its weight of water and lotions with thirty times its weight. Not only does it give neutral emulsions, but also creams which do not break down even when frozen. It is very common for stearic acid creams to break down and the water to separate if they are subjected to freezing temperatures. The reason for this is that, being soaps, they are less soluble at low temperatures and therefore, when frozen, cannot hold all of their water. Glyceryl monostearate, however, is an emulsifying agent and not a soap, and low temperatures do not affect the stability of creams made with it.

To improve the stability of stearic acid creams, and at the same time retard shrinkage due to evaporation of water, merely add 2 per cent glyceryl monostearate. In doing this, take the two parts of glyceryl monostearate and form an emulsion by boiling it in 10 parts of the water, and then add it to the stearate cream at a temperature of 40-50°C., while stirring constantly. Such a stearic acid cream should be prepared in the usual manner and completely saponified before the glyceryl monostearate emulsion is added to it.

The following formulae are representative of the creams and lotions in which glyceryl monostearate is used:

	A	B	C	D
Glyceryl Mono-				
stearate	12%	3.5%	2.5%	1%
Mineral Oil	2			
Glycerin	3	5.0	4.4	10
Alcohol		5.0		7
Spermaceti	5			
Menthol		0.2		0.1
Stearic Acid			10.5	4.5
Ammonia			2.5	
Caustic Potash				0.1
Water	78	86.3	80.0	77.1
Propyl p-hydroxy-				
benzoate	0.1		0.1	

A—A soft greaseless cream.

B—Is a milky hand lotion, which is not sticky.

C—Ordinary stearic acid cream stabilized.

D—Stearic acid lotion with gum or quince seed replaced by glyceryl monostearate.

Procedure: Place all of the ingredients into a single container and then heat the mass to boiling point and hold there for a minute. Stir until cool. Glyceryl monostearate creams should not be poured when still warm. Add the alcohol, perfume or other volatile substances after the emulsion has cooled. Propyl p-hydroxybenzoate is added as a preservative.

Lanolin Absorption Bases

The active ingredients of a lanolin absorption base are all extracted from lanolin. The tacky, odoriferous part of the lanolin is eliminated and the absorption base therefore offers all of the advantages of lanolin without its bad features. The ideal lanolin absorption base is one which does not contain any free lanolin, is odorless, not tacky and will emulsify at least five times its weight of water. Such bases are available today from several sources.

About 20 per cent of an ordinary lanolin absorption base is necessary when used as the emulsifying agent in a cream. In such cases, it gives water-in-oil cream emulsions which are absolutely soapless and neutral and to

which may be added electrolytes and acids, if desired. This base will not produce a stable liquid emulsion.

The presence of cholesterol in a lanolin absorption base materially assists their absorption by the skin. It is well known that cholesterin, either as such or esterified, is a substance always found in the healthy skin. Lanolin has been used for years in all-purpose creams on this account. Absorption bases go still further and present these substances in more convenient form.

Nourishing and Cold Creams

In the old-fashioned type of nourishing and cold creams, lanolin, beeswax and borax are used to form alkaline creams. Compare them with the more attractive and neutral creams made with an absorption base as follows:

	A	B	C
Absorption Base	22%	20%	5%
Mineral Oil	6	10	49
Lanolin	3	3	..
Glycerin	5	5	..
Beeswax	..	4	15
Borax	0.5
Water	64	48	30.5
Ceresine	..	10	..

A—Nourishing cream.

B—Cold and all-purpose cream.

C—Absorption base only added for its "nourishing" value in an old-type cream.

The best procedure is to melt the absorption base along with the waxes and oils in one container and heat to about 45°C. The water and water-soluble ingredients should also be heated to a like temperature and the latter then added to the oil mixture in small quantities and each addition stirred in thoroughly before the next is added. The creams must be stirred until cool and should not be poured when hot.

Lanolin-beeswax creams often show discoloration on top due to a separation of lanolin. This difficulty may be overcome by displacing part of the lanolin or all of it with an absorption base.

Creams made with a lanolin absorption base are exceptionally stable at low temperatures. They may be subjected to a temperature of —20°C. and, after thawing out, will take on their original consistency.

Glyceryl monostearate can be treated so that it will stand the addition of certain organic acids. Lanolin absorption bases, as such, also may be used to make acid creams. To the regular formulae add a small amount of a suitable acid, such as acetic, boric, citric, lactic or salicylic.

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

mins in hair preparations is mentioned. Hormone preparations find use in hair tonics, too.



S. Wild writing in *Schweiz. Apoth.-Ztg.*, 73, 413, 1935, investigates the protective effect of various preparations against ultraviolet light. Five products were tested. An ultraviolet lamp is used throughout to avoid error due to variation in sun intensity. Rectangles are marked on the skin and the spaces covered with material to be tested. The area between is covered with light impervious material. One block is left uncoated as control. The skin is then exposed at a distance of 1 meter from the lamp. Photographs are taken at 2½, 6 and 16 hours after exposure. Only one preparation showed any appreciable protective effect. (Through *J.A.Ph.A.*, 24, 1935.)



A discussion of the various and proper kinds of perfumes (*Der Parfumeur*—35—721—1935) for disinfecting fluids for homes and hospitals. Perfume for fluids containing formaldehyde to contain 1.5% perfume, and those containing phenol preparations to contain from 1% to 1.2%.



Attention is called to fatal accidents caused by the products used in beauty shops in the *Ciba-Zeitschr.* Danger is increased when certain dyes are applied previous to removal of hair. (Through *J.A.Ph.A.*, 24, 341, 1935.)



According to J. Augustin, *Riechstoff. Ind.*, 11, 23, 1936, normal hair tonics contain about 50 to 60 per cent alcohol, and ½ to 1 per cent of perfume oil. Universal tonics contain saponin, glycerine, sodium bicarbonate and sodium-curacit. Oily tonics 79.5 per cent alcohol, 18 per cent castor oil, 2 per cent chloralhydrate. Resorcin monoacetate 3 per cent is used together with 20 per cent spirit of formic acid and 7 per cent castor oil in 70 per cent alcohol. Sulfur hair tonics contain 25 cc of sulfur diasporal per liter. Cholesterin 0.5 per cent is used in some tonics. The use of vita-

R. M. Gattefosse reviews the literature on the action of volatile oils on the skin in *la Parfumerie Moderne*, 30, 71, 1936. Clinical data, uses and observations by various doctors are mentioned. Formulas for products used in treatment of disease are given. After 25 years of sporadic experimentation there is still nothing certain about the use of these materials in such a manner.



The use of hydroxycitronellal and esters is given in *Brasil Perfumista*, 1, 172, 1935, in perfumery. Formulas for cyclamen, lily of the valley and lilac perfumes are given. Use is made of the di-methyl and di-ethyl acetals of hydroxycitronellal.



Copper and Suntan

Dr. Herman Goodman in this article advances the theory that perfume dermatitis may be due to the action of copper, present in minute quantities as an impurity in the perfume. He points out that cases have been traceable largely to perfumes containing oil of bergamot which is shipped in copper containers. Is there not also the possibility that alcohol distilled through copper apparatus may contain traces of the metal? This article is presented, not as containing matured conclusions but as a stimulus to further research along this line.

EDITOR

PERFUME dermatitis is assuming more importance as the condition becomes more widespread. There is an ever-increasing use of alcoholic vehicles for essential oils among men and women. There is also a growing interest in sun exposure, so that we may expect more instances of "perfume dermatitis."

The supposed causes of perfume dermatitis have been:

1. Perfume or toilet-water plus sunlight.
2. Oil of bergamot plus sunlight.
3. Oil of bergamot and alcohol plus sunlight.
4. Perspiration and oil of bergamot plus sunlight.
5. Repetition of application (dermatitis venenata).

6. Denaturants of the alcohol used in perfume and toilet-water (possible for preparations in United States and Canada, but not for European cases).

7. Fluorescent dyes and other substances used as coloring matter.

8. "Susceptibility" (which at present is an admission of ignorance).

9. Sensitization of skin causing increased effect of light.

And added:

10. Presence of chlorophyll.
11. Presence of copper.
12. Interaction of bergaptene and copper.

Axmann, in 1925, claimed that he produced pigmentation on spots of depigmented skin (vitiligo) after rubbing eau de Cologne on the areas. Du Bois, in 1927, found no increase of pigmentation

following the application of pure alcohol, and thought that the eruption was due to essential oils and sensitization to light. Uhlmann, in 1927, exposed areas of depigmented skin to the beam from a quartz mercury vapor lamp, protecting the normal skin, and found no increase in pigmentation, although the vitiligo areas became red. The experiment was repeated, but he applied eau de Cologne to the depigmented spots before radiation with the mercury vapor arc. He was enabled by this means to produce pigmentation in the previously pigment-free areas. Uhlmann reported that the oil of bergamot alone did not produce the color change, but that it required oil of bergamot in alcohol.

Freund, also in 1927, applied eau de Cologne to a boy's forearm and exposed the surface to sun and sea-water. The boy developed an inflammation on the site followed by pigmentation. Freund then used the oil of bergamot followed by sun exposure, and produced a blister which was followed by pigmentation. The attempt to pigment unpigmented areas of vitiligo was not successful.

Zurhelle, in 1928, reported that he considered perspiration to be one of the factors in the production of the dermatitis. He stated that the inflammatory process was strongest in blondes, but that the tendency for the formation of pigment was stronger in brunettes. Szanto, in 1928, used oil of bergamot in alcohol on depigmented skin and claimed eighteen successes in twenty-two trials. Bonnet, likewise in 1928, reported negative results for production of pigment in depigmented areas

by this method. Phipps, in 1929, reported the return of pigment in a case of vitiligo after the use of oil of bergamot and ultra-violet radiation. Gross, reporting in 1930, had one success and several failures.

Author's Experiments

(a) Normal skin of dorsum of left hand: Commercial perfume was applied fairly liberally and rubbed into the skin with a glass rod. The backs of both hands were exposed to the radiation of the mercury vapor arc. Both hands became equally pigmented.

(b) Normal skin of arms: Commercial eau de Cologne was liberally applied to the skin of the arms and not wiped off, but allowed to dry on the skin, followed by exposure to the radiation of the mercury vapor arc. The thighs were not moistened with eau de Cologne and received the same radiation. Pigmentation became slightly greater on the arms. (It was not learned if natural or synthetic oil of bergamot was employed in the manufacture of the eau de Cologne).

(c) Normal skin of back: Solution of eosin was painted on one side, and both sides of the skin of the back were exposed to a sub-erythema dose of radiation of the mercury vapor arc. The output of the lamp was measured with the fluorescent photometer, and control experiments on erythema production checked the result. The skin which was painted with the solution of eosin did not show any enhancement of the erythema production. Both watery and alcoholic solutions of eosin were used.

(d) Depigmented skin of vitiligo: Commercial perfume was applied to areas of depigmented skin of a young girl with vitiligo, and the skin so painted was exposed to the radiation of the mercury vapor arc. There was a temporary redness of the depigmented area (from the infra-red component of the lamp's emission), but no increase in pigment.

(e) Depigmented skin of vitiligo: Alcohol solution of oil of bergamot was applied to areas of depigmented skin of a woman with vitiligo, and the skin so painted was exposed to the radiation of the mercury vapor arc. There was no increase in pigmentation of the vitiligo

OIL OF BERGAMOT

Official name:

OLEUM BERGAMOTTAE, N.F. VI

English name:

Oil of Bergamot

Source:

Volatile oil from rind of fresh fruit of *Citrus Aurantium Bergamia* by expression. There is much sophistication in oil of bergamot. The oil derived by distillation is worthless, for example.

Appearance:

Green or greenish yellow fluid with specific gravity of 0.875-0.880 at 25 C. The green color is said to be due to chlorophyll. This is important because of claim that ill effects from perfume are due to chlorophyll quotients. Others claim that copper causes the coloration in the oil. Chlorophyll and copper have been advanced as the cause of perfume dermatitis.

Odor:

Agreeable.

Solubility:

Two parts of oil with one of alcohol gives a clear solution and there is no turbidity on further addition of alcohol.

Ingredients:

d-limonene; dipentene; l-linalool; bergaptene; l-linalyl acetate. (34-40%).

Action:

Perfume; insecticide for body and head lice.

Purpose in dermato-cosmetics:

Perfume and insecticide, creams, clays, brilliantines, mouth wash, foot powder, nail preparations and toilet water.

Combination of bergaptene and copper from distilling apparatus suggested as cause of ill effects. Oil of bergamot is often adulterated by addition of foreign esters, turpentine, lemon or orange oils, distilled bergamot oils, fatty oils and cedarwood oil. Distilled from natural oil bergamot. Has specific gravity of 0.883-0.888. Soluble 9 parts in 100 of 60% alcohol; 50 parts in 100 of 70% alcohol.

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areas, although the normal surrounding skin became darker than before.

We are accustomed to speak of sun and sun substitutes as if they were very similar in their spectrum of sun-burning radiation. This is far from the truth, and we should not accept experiments performed with the artificial sunlight generators as equivalent to exposure to the natural noonday sun in summer. I will not mention the technical differences as determined by physical studies, but will recall that the pigmentation following exposure to the sun is much darker brown and more lasting than that following exposure to the mercury vapor arc.

Perfume dermatitis is probably more common than the rarity of its appear-

ance in medical literature would indicate. No matter how great the number of cases which may be assembled, it must be but a minute fraction of the veritable millions of women who use perfume on external parts of the body, and of the more millions of men who use some form of essential oil and alcohol lotion on the face after shaving.

The factor in the perfume of toilet water may be the oil of bergamot, as has been suggested, but whether natural oil of bergamot or artificial oil of bergamot has never been intimated. It may be that only one is capable of causing the eau de Cologne dermatitis. This may account for opposing experimental results.

The factor of sunlight seems constant.

It should be recalled that no source of artificial light closely resembles noonday sunshine. The invisible ultraviolet light rays which are responsible for the biological effects on the skin of man are probably the rays which are responsible for the share sunlight has in perfume dermatitis.

The elusive factor of "sensitivity" (a cloak to our ignorance) must be called in to complete the speculative etiology of perfume dermatitis. At this moment the following three factors seem essential: Sensitivity of the person, some ingredient in the perfume, and natural summer sunlight.

Further experimental work should be done by varying these factors. Minute details must be studied, for example, the difference, if any, between the effects of natural and synthetic essential oils.

See my article in *British Journal of Dermatology*, 1931: 43, 177, for the complete story. Note at this time that I suggested "some ingredient" in the perfume as the cause of the dermatitis.

Also consult "Specific Fluorescence in Sunburn Prevention," *THE AMERICAN PERFUMER*, 1935: 30, 233.

Oil of Bergamot

We give in the box, in advance of publication, a page from the "Dictionary of Ingredients" which forms the first section of our forthcoming book, "Cosmetic Dermatology." Note that we have already made mention of the possibility that copper is present in the oil of bergamot; and that either alone or in combination, it may be responsible for the ill effect on the skin of perfume application.

There recently appeared in the *Journal of the American Medical Association* an editorial article on an allied subject which we believe is of great help in determining the cause of the perfume discoloration. We quote:

Copper and Pigmentation of Skin and Hair

"Pronounced changes occur in the color of the fur of black or 'hooded' rats that consume an exclusive milk diet low in copper (Keil & Nelson). A progressive decrease in the amount of pigmentation occurred as the dietary regimen continued until finally the coat became a silvery gray.

The administration of iron to the animals had no effect on the condition, but the feeding of a small amount of copper promoted a prompt restoration of the normal color to the fur. Almost simultaneously, another investigator (Cunningham) demonstrated by actual analyses that the copper content of the skin of black rats and rabbits usually exceeded that of otherwise comparable white animals. Further studies suggested that copper might serve as a catalyst in the formation of pigment. Copper, it was shown, markedly accelerated the oxidation of "dopa," 1,3,4 dihydroxyphenylalanine, by "dopa oxidase," an enzyme present in the skin of young animals, forming a dark pigment. Even in the absence of the enzyme, the oxidation was catalyzed by copper to some extent.

"Recent investigations have confirmed and extended these observations. A Japanese investigator (Sarata) has demonstrated that the copper content of black skin and hair is somewhat greater than that of brown skin and hair, which in turn exceeds white skin and hair in this respect. This relationship held even in instances in which skin and hair varying in degree of pigmentation were taken from different areas of the same animal. It was also found that amounts of copper as small as 0.05 microgram catalyzed the *in vitro* oxidation of "dopa" to a dark colored pigment.

"Gorter likewise relates copper to the pigmentation of skin and hair. Striking depigmentation of the fur of cats, rabbits and rats was produced by dietary means and the condition was specifically cured by copper. A number of other inorganic elements, tested either alone or in various combinations, and certain vitamins were inert as remedial agents. While further work must be done before conclusions are drawn, these observations strongly suggest that copper may be related, perhaps as a catalyst, to the formation of pigment in the skin and hair of mammals."

This editorial which was freely quoted and commented upon in scientific articles in the lay press acted as an impetus to further consideration of the possibility of copper being the cause of perfume dermatitis. A chance visit with Professor Marston Bogert at

his laboratory in Columbia University brought up this matter. Colonel Bogert had a clue which I had previously lacked. He showed me (what I should have known perhaps) that the finest grades of oil of bergamot are packed and shipped in *copper canisters*.

This item seems to clarify the matter completely. We now have a source of copper; we are satisfied that copper has a share in the production of skin pigmentation; and we can perhaps place the copper in the highest priced perfumes which give the greatest number of perfume dermatitis cases!

It seems complete, but requires further laboratory study. We plan to have spectroscopic tests made for the presence of copper in various samples of oil of bergamot; different perfumes known to have caused perfume dermatitis; eau de cologne used in tanning; and olive oil samples which instead of protecting have stimulated suntan. These tests will be made and will be reported in due time. In the meanwhile, manufacturers of suntan stimulants and suntan deterrents should have their products studied for the presence of copper in the first, and the absence of copper in the second instance.

Swedish Cosmetic Industry

Cosmetic manufacturers of preparations containing alcohol (hair tonic, toilet water, eau de cologne, and perfumes) were affected by the sharp increase in taxes on alcohol in 1933 and the high price of alcohol in 1934 which had an unfavorable effect on sales of these preparations and on the quality of the cheap brands. While the low-priced hair tonics formerly contained a minimum of 50 per cent, or, in exceptional cases, 45 per cent alcohol, brands containing only about 30 per cent alcohol and even less are now being sold. The apprehensions of Industrikontoret (The Swedish Federation of Industries), Stockholm, have been justified and unfortunately, because of keen competition, it seems impossible to create better conditions as long as the taxes on alcohol are as high as at present.

Competition is also being felt from some French firms, which, on account of exchange conditions, have started manufacturing their preparations in Sweden and selling them as original French products.

the Old Man with the Lantern

The tobacco industry, bowed beneath the weight of its own troubles, just hasn't had time to find out that other industries are also being taxed. Well, now it has been told in numerous well-chosen words by the good Hugo Mock. But we could have wished that he had left the advertising angle alone. After prayerful consideration, this department still doesn't see what unfair advertising has to do with taxes. And, after all, the April advertising of some of our good friends in the cosmetic industry leaves something to be desired. Long ago, our esteemed friend and mentor, "Prof." Mike Donovan, taught us never to lead with our right!

At the Brooklyn Museum's current exhibit of American glassware, the lantern's rays glimmered on only a disgracefully small handful of perfume bottles or cosmetic containers. We tactfully concealed our disappointment until we ran into two or three designers sipping punch and nibbling cake in the lobby and were greeted by the sage remark, "I wonder if they think they are still kidding people that the bottles are imported." Which after all may be the reason why some recent fine examples of American glassware were missing from an exhibit labelled "American" at the entrance in red letters at least a foot high.

With gloomy foreboding, we peer out of our cavern at the activities of one of the oldest and best of our local New York trade organizations. Isn't it possible to have a meeting without attacking something, and more especially, someone? The years have made our memory faulty, but we seem to recall meetings of other days that were . . . ! Fights are great fun and invective is very amusing at the moment it is heard. But a one-sided debate is pretty tiresome and, first thing you know, the attendance drops off and only the debaters remain. Which, in the particular case that we now view with alarm, would be a very sad business.



Ponderous or raucous Russian humor has never appealed particularly to this department's somewhat more whimsical sensibilities. However, the most delicious practical joke of the season was that perpetrated on our thirsty American cosmetic manufacturers at the reception for Mme. Molotov, head of the Soviet Cosmetic Trust. Accustomed to our American parties, they came eagerly and were served—tea! Which would not have been funny at all excepting that the reception was held *April 1st*.

Spring weather in New York is delightful. Yes, we recall that we promised an essay on New York weather. That will come at another time. Right now we want to report on a long walk, away up Fifth and down Madison, with many pauses at shop windows, especially those carrying beautiful and expensive arrays of fishing tackle. All the other windows showed flowers in one way or another—and so few showed perfumes with them. What's the matter with our retail friends? Or is it, after all, very largely our own fault?

From a lofty perch in what might be called a "Grand Tier Box," we turned the rays of our lantern on the Drug Trade Dinner. Except at the Dempsey-Tunney fight, we never saw so many people we knew in one place. This is a big affair—in our humble opinion, much too big to be of real value. Mr. Thorpe spoke very nicely. Col. March wasn't so bad, either. But from what we could observe no one paid any attention to either, excepting the unfortunate celebrities on the dais. They had to!! Or, at least, they had to appear to be alert and attentive. No very deafening applause, but an appalling chatter from those too far back

New Products and Processes

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.

Kep-Ark, Inc., Boston, manufacturer of metal products, has recently placed on the market a new hinge top device especially designed for face powder, dusting powder and cream packages. The following advantages for the new product are stressed by the company:

"Access to contents of package easily obtained with one finger by simply lifting lid."

"Package is perfectly sealed while in stock and resealed when closed after using."

"'Cellophane window' is a particular feature."

"Displays colors, textures, etc., while in stock with no possibility of damaged contents by handling."

"The special 'Kep-Ark' window ring is easily removed for use of contents by consumer."

"Package has such unusual utility features that contents will seldom be transferred to home receptacles thereby displaying manufacturers' name, trade marks, etc., until product is completely used."

"Offers unlimited opportunity for clever merchandising and decorating effects."

"Is bound to attract immediate and special attention when displayed in any company."

American Beauty Nail Polish Co., Inc., Hoboken, has announced three new suntan shades of polish which it has named "Mulatto," "Tropical Tan" and "Rust."

to see or hear, even with the noisy loud speaker system. We had good luck at that. Saw eight of the twelve people we had listed for a handshake. Last year our batting average was one out of eight. It was a great affair, but, we repeat, much too big. Can anything be done about it? Before we get off to other and less pleasant subjects, a wave of the hand to Ray Schlotterer. Wonder if the trade appreciates what that boy is doing!

FREEGIFT PATCHIN

The American Perfumer

NEWS & events

Tobacco Journal Urges Cosmetic Tax

An editorial in the *United States Tobacco Journal* recently urged that cosmetics and toilet articles should be taxed in order that tobacco and tobacco products might be relieved of a part of their tax burden. Obviously the editors of that journal were not aware of the heavy taxes already borne by the cosmetic industry. A reply by Hugo Mock, general counsel of the Toilet Goods Association, points out that there is a Federal excise tax on cosmetics as well as a number of state and local taxes on their sale and attacks the tobacco industry for seeking to place a burden on another industry. It also stresses the character of recent tobacco and cigarette advertising.

Cosmetic Directors Return to Russia

Mme. Olga Karpovskaya-Molotov, head of the Cosmetics Trust in Moscow, and Mme. Ludmilla Shaposhnikova, director of the Cosmetics Trust in Leningrad, U.S.S.R., sailed for home, April 3, after a visit of several weeks in the United States. They inspected more than 25 plants in the cosmetics and allied industries in the United States and were deeply impressed with the highly mechanized industry here. A reception in their honor was given by the American-Russian Chamber of Commerce, April 1, at the Architectural League of New York and was attended by many in the cosmetic industry.

Mme. Molotov said that while there were now sixteen plants under her direction in Russia, they could by no means supply the demand, especially

for quality products. She commented especially upon the way in which American women used cosmetics, asserting that their Russian sisters had much to learn about the use of the preparations. Further expansion plans for the industry, she said, merely awaited her return to Russia.

Kennedy Heads United Drug of Canada

Directors of the United Drug Co., Ltd., Toronto and Louis K. Liggett Co., Ltd., Toronto, have elected new officers following the recent death



J. R. Kennedy

of J. W. McCoubrey, who for several years was an officer and director of both companies. J. R. Kennedy, formerly vice-president of United Drug, has been elected president and G. A. Evans has been made chairman of the board. I. W. Smead and B. D. Ross are vice-presidents, A. T. Byrne, treasurer and Mr. Ross will also serve as secretary. L. H. Johnston has been appointed assistant secretary.

New officers of the Liggett company are: president, E. H. Waldruff, vice-presidents, J. B. Mason, I. W. Smead and B. D. Ross; treasurer, A. T. Byrne; secretary, Mr. Ross and assistant secretary, Mr. Johnston.

Mr. Kennedy is especially well known to the industry on this side of the border. He has been extremely active in association work, is a past president of the Association of Canadian Perfumers and Manufacturers of Toilet Articles, and has served as that

association's representative at important conventions and meetings of manufacturers in the United States. His many friends here will be pleased indeed to hear of his promotion.

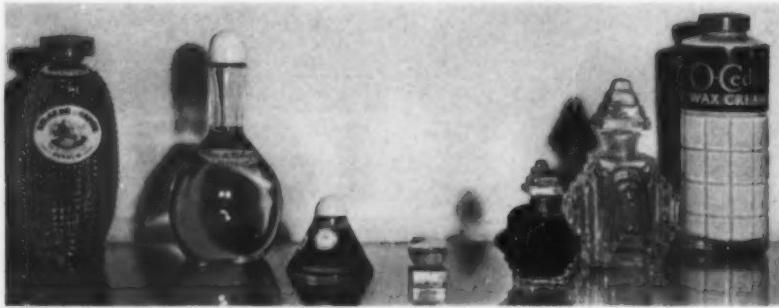
Michigan Association Closes Season

The last winter meeting of the Allied Drug & Cosmetic Association saw Joe McCorkell, assistant sales manager of Frederick Stearns & Co., Ltd., doing his "Last 100 Days with the Canadians in the World War."

Other features of the program were a short talk by Ellison Robertson, scotch golf pro, who gave some "do's" and don'ts" for golfers. Rick Pearson, Windsor druggist, showed two reels of motion pictures on golfing. Pearson's pictures showed Bobby Jones and Walter Hagen doing their stuff in usual and slow motion. This last meeting was the best attended of all the "in town" meetings. Two new members were admitted, J. J. McBrady of Abbott Laboratories, and A. R. Prout of Corn Products Co. The next meeting will be the first of the 1936 golf tournaments.

Lissner Mfg. Co. Moves

Lissner Manufacturing Co. has recently moved into larger quarters at 16022 Madison avenue, Lakewood, Ohio, to take care of its increasing volume of business. The company was organized in January, 1933, to manufacture a line of beauty supplies, deodorants, insecticides, etc., and has had an unusually rapid growth, which the firm attributes to its policy of manufacturing quality products only.



Factor Forms British Company

Max Factor, of Hollywood, has formed a subsidiary company in Great Britain, under the title of Max Factor, Hollywood and London (Sales), Ltd. The company has been registered as a private company with a capital of £10,000. The directorate consists of L. W. Fyson, chairman, W. A. Mabane, M.P., and M. Goulden, managing director. The new company has acquired offices and showrooms at 49, Old Bond street, in the West-end of London, and a factory at Park Royal. The factory is being constructed along the lines of Max Factor's studio in Hollywood, which has special make-up rooms for blondes, brunettes, brownettes and red-heads.

Mr. and Mrs. Sydney Smith, make-up experts from Hollywood are instructing an army of English girls in the Hollywood method of make-up as developed by Factor, and these are to go to stores all over Great Britain to act as demonstrators, giving lectures on make-up as well as selling Factor's products. The new British company is to concentrate on make-up products for general use, especially face-powders, compact rouges and lipsticks. At a later date, however, Max Factor, himself, is expected to visit England with a view to initiating English film stars in the Factor make-up method.

Glass Exhibit at Brooklyn Museum

Opening with a private showing on March 20, an exhibit showing the progress of the American glass industry has been on display at the Brooklyn Museum, Brooklyn, N. Y., during the last month. The display, under the direction of Harriet B. Meyer of the Industrial Arts Department of the Museum, showed the rapid progress which has been made in the production of glass and in the adaptation of the material to a wide variety of industrial uses. Among the most interesting items on display were a pair of old perfume vials of unusual design and a display of perfume packages of the modern school, designed by Frances Cushing Hall and representing the products of several well-known manufacturers of cosmetics.

Motion pictures showing both hand and machine methods in the glass industry were shown through the courtesy of Whitall Tatum Co., New York. The exhibit occupied an entire wing on the ground floor of the Museum building on Eastern Parkway.

Lincoln Beauty Shops Protest

Petitions signed by 183 owners and workers concerned in 50 cosmetologist and beauty parlor shops of business sections of Lincoln, Neb., have been filed with the city clerk. Signers ask the council to enforce the zone ordinance with respect to persons practicing the business or profession in residential districts. Signatures represent both the downtown and local business districts.

Proponents of zone enforcement in this respect contend that the ordinance is being violated each day. Their estimate is that 58 operators are doing business in residential areas. It is claimed that signers represent a big majority of proprietors and operators of business section shops.

Perfume Fashion Show for Relief Society

A rather unusual fashion show, in which perfumes played an important role, was presented at a luncheon on April 2 for the benefit of the Junior Emergency Relief Society of New York. Costumes, interpretative of the names and odors of popular perfumes, were worn by manikins, each of whom carried a bottle of the perfume she was representing. The following perfumes participated in the review: "Blue Grass" by Elizabeth Arden; "Fleurs de Rocaille" by Caron; "Cuir de Russie" by Chanel; "Drumbeat" by Charbert; "Le Nouveau Gardenia" by Coty; "Sous Le Vent" by Guerlain; "Presence" by Houbigant; "Indiscret" by Lelong; "Tweed" by Lenheric; "Rumeur" by Lanvin; "Duchess of York" by Matchabelli, and "Cassandra" by Weil.

Prizes for the dress that best interpreted the perfume it represented were awarded to "Le Nouveau Gardenia," portrayed by a white chiffon gown with draperies falling from the shoulders, and "Blue Grass," interpreted by a white crepe hostess gown, with panel draperies lined in royal blue. This model carried a large tray of white flowers, and wore a blue and white wreath in her hair.

"Drumbeat," represented by an appropriate military costume consisting of black woolen suit, with patent leather trim and long cape thrown back to show a diagonally striped satin lining, and "Rumeur," interpreted by a very formal black net evening gown, were selected as the best models.

California Association Meeting

The monthly dinner meetings of the California Cosmetic Association are drawing an ever increasing attendance, due to the well selected arrangements that Miss Armstrong is making. Last meeting, for instance, held in March at the Hollywood Knickerbocker, the members and their guests heard two interesting and well informed talks; the first by Ben Sweetland on "Selling Your Product by Direct Mail and Radio"; and the second by Professor Harold Bowers of the College of Pharmacy of the University of California on "Cosmetic Spoilage, Emulsion Theories, and Solvents."

Miss Hammon Joins Macfadden Group

Miss Marion Hammon, for the last three years beauty editor of the Tower Magazines, has joined the Macfadden Women's Group in the same capacity.

Drug Trade Dinner in New York

More than 1700 members of the drug trade from all parts of the country attended the Eleventh Annual Drug Trade Dinner at the Waldorf-Astoria in New York, March 19. It was a splendid gathering with delegates and representatives from virtually every association in the chemical, drug and allied industries present. The speakers were Merle Thorpe, editor of *Nation's Business*, who presented a strongly anti-administration view of the business situation and of recovery problems, and Col. Charles H. March, chairman of the Federal Trade Com-



Mr. Chilcott



Mr. Schlotterer

mission, who outlined the recent activities of the commission and presented a strong plea for bills now pending which would broaden the scope of its activities and increase its powers. They were presented by Ray Whidden of Bauer & Black, the toastmaster, with James C. Chilcott, chairman of the Drug, Chemical, and Allied Trades Section of the New York Board of Trade, Inc., presiding.

Credit for the success of the affair should go in large measure to Ray C. Schlotterer, secretary of the Drug, Chemical and Allied Trades Section, and to the able committees in charge of arrangements under the chairmanships of: James A. Kerrigan, arrangements; Lee H. Bristol, program; W. A. Armstrong, publicity; and B. J. Gogarty, reception. Seating lists were supplied by the *Oil, Paint, and Drug Reporter*, and menus by *The American Perfumer*.

Paper Box Association Plans Exhibit

An exposition of paper box supplies, materials and manufacturing equipment will be held at the Traymore, Atlantic City, May 16 to 20, in conjunction with the 18th annual convention of the National Paper Box Manufacturers Association.

George Z. Sutton, of the Stokes & Smith Co., Philadelphia, is chairman of the exposition, and Harry Edwin Roden and Ned Roden, Jr., New York, are managing the exhibit. Frank Stone, of the Jesse Jones Paper Box Co., Philadelphia, is chairman of the program committee; Walter P. Miller, Jr., of the Walter P. Miller Company, Inc., Philadelphia, is chairman of the general convention committee and William P. Datz, Jr., of the Datz Manufacturing Co., Philadelphia, and past president of the association, is chairman of the greeters' committee. The committee in charge of the entertainment features is headed by Benjamin Shapiro, of the Royal-Pioneer Paper Box Mfg. Co., of Philadelphia.

Vaniva Sales Campaign

Vaniva Products Co., Inc., New York, manufacturer of "Vaniva" shaving cream, is launching an advertising campaign in both consumer and trade media under the direction of H. R. M. Gordon. Local radio advertising in New York and Providence, R. I., is already under way, and will be backed up by newspaper lineage in the various cities. Sales points in the campaign feature the beneficial properties of "Vanivin," the fact that "Vaniva" is the first shaving cream to adopt the "No-Kap" closure, and that the lather stiffens the beard rather than softens it, making the hair stand up to meet the razor.

Plan Soap Sculpture Display

Entries are rapidly coming in for the Twelfth Annual Soap Sculpture Competition sponsored by Procter & Gamble Co., Cincinnati, and it is expected that a record number of entries will be on hand when the exhibition opens in June. The jury of award includes: Alexander Archipenko, sculptor, New York; George E. Ball, former director of design, The Gorham Co., Providence, R. I.; Alon Bement, artist and educator, New York; Gutzon Borglum, sculptor, Stamford, Conn.; Harvey Wiley Corbett, ex-presi-

dent, Architectural League, New York; Leo Friedlander, sculptor, New York; Harriet W. Frishmuth, sculptor, New York; Charles Dana Gibson, artist, New York; Robert Laurent, sculptor, Brooklyn, N. Y.; and Leo Lentelli, sculptor, New York.

Adamson Named Colgate Treasurer

George F. Adamson has been elected treasurer of Colgate-Palmolive-Peet Co., Jersey City, N. J., to succeed the late L. C. Proesch. Mr.



Mr. Adamson

Adamson is the oldest employee of the company in point of service, having started with Colgate & Co. as a boy of 12. Since the merger of Colgate & Co. with the Palmolive-Peet Co. he has been assistant office manager.

E. N. Felio has been made general credit and collection manager. He has been with the company 12 years, starting in the accounting branch of the Chicago office and later joining the credit department in the home office in Jersey City.

International Beauty Shop Owners Meet

The International Beauty Shop Owners' Convention and Exhibition was held at the Pennsylvania Hotel, New York, March 23 to 26. There was a very complete and interesting program for each full day of the convention and the attendance this year was unusually large. Open and private lessons on hair dressing and beauty culture were given, and daily competitions on hair waving and styling were held. Among the interesting features of the convention were a broadcast of the "Ugly Duckling Amateur Hour," a fashion preview, a presentation of "Miss 1937," and an elaborate entertainment by the Convention's Children's Hour. Manufacturers of permanent waving equipment were the largest exhibitors, but toilet preparations were well represented. Among the exhibitors were Charles Nail Polish Co., Conti Products Co., Ey-Teb, Inc., J. L. Hopkins Co., Revlon Nail Enamel Co., Theon Co., Lemon Beauty Products Co., Hanovan Co., and Rudemar Cosmetics, Inc.



GUERLAIN'S NEW OFFICES

An entire floor at 444 Madison avenue, is now occupied by Guerlain, Inc., New York. The space available is much larger than that at the former address and includes a beautifully decorated showroom, shown in the picture, stock and shipping rooms and a handsomely appointed private office for Bernard d'Escayrac, vice-president in charge of operations of the American company.

Bogert Awarded Institute Medal

Dr. Marston T.

Bogert, professor of organic Chemistry, Columbia University, has been awarded the annual medal of the American Institute of Chemistry. This award is given each year by the Institute for outstanding contributions to chemistry and was given to Dr. Bogert for his work as teacher and investigator. The medal will be presented at the Institute's annual dinner, to be held in Buffalo, May 9. An article by Dr. Bogert, on the relation of odor and constitution, appears elsewhere in this issue.

Continental Can Offers Rights

Directors of Continental Can Company, Inc., have approved a plan for the offering of rights to shareholders to subscribe for 177,679 additional common shares at the price of \$60 per share in the ratio of one new share for each fifteen shares owned, according to an announcement made by C. C. Conway, chairman of the board.

"Last year the company spent over six million dollars on new plants and plant improvements and plans this year call for continued expansion of plant facilities to take care of increased production and new markets. The proceeds from the offering to shareholders are expected to be used partly for plant expansion and partly for additional working capital incidental to the increased volume of business," Mr. Conway stated.

In addition to the shares to be offered to stockholders, the directors voted to call a special meeting of the stockholders for the purpose of approving the issuance of 75,000 common shares to employees at a price not to be less than \$60 per share, such shares to be issued at the discretion of the board and subject to other restrictions, terms and conditions as determined by the board.

To Act on Spurious Perfumes

District Attorney

Dodge of New York County has announced that he will cooperate with the Association for the Protection of Trade Mark Rights and the Perfumery Importers' Association in an effort to stamp out the sale of spurious perfumes and hair tonics, which a recent survey showed to be widespread in the city.

Assistant District Attorney McAuliffe has been assigned to work on this drive. A number of convictions in individual cases have already been secured and many others are in course of preparation.

Helfrich Establishes Toronto Branch

Helfrich Laboratories, Inc., Chicago, has established a branch in Toronto to handle manufacture and distribution of its complete line of products for the growing trade in the Dominion of Canada. Suitable manufacturing and office space has been secured at 690 King street, West,



Mr. Helfrich



Mr. Wilckens

and the company will duplicate the service now rendered to customers in the United States through the Chicago company and its affiliate Helfrich Laboratories of New York, Inc., which is under the direction of W. F. Zimmerman, vice-president.

Frederick Wilckens, sales manager of the New York company, has been made vice-president of the Canadian company and will have complete charge of the operations in Toronto. Mr. Wilckens has been with the Helfrich organization since 1930, joining the staff after 15 years of experience in the toilet preparations and allied industries. For several years he had charge of manufacturing and sales of toilet goods for Julius Schmid, Inc.

Helfrich Laboratories, Inc., was organized in 1922 by J. H. Helfrich, who continues as the active head of the business. From the start it made rapid progress and two years after organization was forced to seek larger quarters and again the following year, when it doubled its floor space. Eastern business also grew rapidly and in 1930 the New York company was organized, with W. F. Zimmerman, treasurer and general manager, in charge. The Toronto branch rounds out a complete continental service in private brand toiletries.

Gardner Urges Copeland Bill Passage

Expressing hope

that Congress would soon pass the Copeland Food and Drugs Bill and thus quiet extremists and anti-business propagandists, Edward H. Gardner in a recent address before the American Home and Youth Conference of the Massachusetts Federation of Women's Clubs in Boston declared that the passage of such legislation would provide new safeguards covering situations that have arisen since the enactment of the Wiley Food and Drugs Act of 1906.

Mr. Gardner is executive secretary of the Advisory Committee on Advertising of the Proprietary Association, an organization of proprietary drug and cosmetic manufacturers. The subject of his address was "Safeguarding Your Medicine Cabinet."

United Drug's Convention Train

A special train chartered by the United Drug Co., Boston, left late last month for a tour of over 100 cities in the United States and Canada. It will hold "Rexall" conventions in these cities and will be under the personal direction of Louis K. Liggett and a staff of officers and executives from the Boston headquarters. A feature of the train is a complete and detailed model of a modern drug manufacturing plant, and a modern drug store complete in every detail. The train is painted in the "Rexall" colors of royal blue with a white band running along the sides of the cars to the front of the streamlined locomotive. The twelve-car train will run more than 25,000 miles before it completes its convention schedule.

Arden Plans New British Plant

Elizabeth Arden products for general use, are already manufactured in Great Britain. The British company now purposed to build a new factory or to acquire an existing one of suitable size, for the manufacture in England of the Elizabeth Arden products for stage and screen make-up.

A Correction

In the report of the Wolf Award winners, published last month, the name of the designer of the Hewitt Dog Soap package was incorrectly given. This fine package was designed by H. P. Kurth.



This new illuminated sign has been erected for Yardley by Signcrafts, Ltd., at Paddington Station, the London terminus of the Great Western Railway. The sign, which is entirely hand painted, is twenty feet long by ten feet high, and is one of the most up-to-date transparencies in existence. The picture is an adaptation of the new Yardley poster by W. E. Webster. An excellent position has been secured for the sign, which commands the view from all parts of the main circulating area of the station and can be seen from practically every part of the arrival and departure platforms.

Guenther Lectures in New England

Dr. Ernest Guenther, chief research chemist of Fritzche Brothers, Inc., New York, has returned from New England, where he delivered a series of illustrated lectures on the production of American and European essential oils. Dr. Guenther showed colored motion pictures taken on recent journeys abroad and to the essential oil producing centers of the United States.

Two of his lectures were given before interested groups at the Massachusetts College of Pharmacy, while a third was attended by a mixed group of chemists from the Massachusetts Institute of Technology and Harvard. Another private showing at the Copley Plaza Hotel in Boston was well attended and enthusiastically received by a number of local manufacturers and large users of essential oils. These lectures were given through the courtesy of the Fritzche organization.

Miss Krause Married

Miss Muriel Krause, daughter of R. M. Krause, president of Richard M. Krause, Inc., New York, was married recently to Franklin Robert Rodgers of Yonkers, N. Y. The ceremony was performed by Supreme

Court Justice Nicholas Pette and Miss Krause was attended by Miss Eileen Rodgers, sister of the groom, with Richard M. Krause, Jr., as best man. Following the ceremony, there was a reception at the Savoy-Plaza Hotel in New York and the couple sailed the following day for Miami. They will reside in Mount Vernon, N. Y.

Mrs. Rodgers was graduated from Jamaica High School and the Scudder School in New York. Mr. Rodgers is associated with the Mount Vernon Trust Co.

Mississippi Would Establish Codes

A bill which would establish a code of fair competition in towns and cities of Mississippi and applying only to personal service establishments such as barber shops and beauty parlors has been introduced in the Mississippi Legislature by Rep. Morgan.

The act would declare an emergency and authorize cities to adopt ordinances authorizing governing bodies to enact fair competition laws within their jurisdiction.

The bill applies only to those trades wherein personal services are rendered upon persons without the sale of merchandise. The fact that title to personal property may pass as an incident to rendering such service or services,

does not prevent the trade in which this happens from being held and considered a service trade.

In cities and towns with populations less than 2500, not less than 65 per cent and in all cities or towns of more than 2500, at least 70 per cent of the business establishments may apply to city officials for enactment of a code of fair competition.

Bonne Bell Purchases Building

Bonne Bell, Inc., Cleveland, has purchased the mansion of former Municipal Judge Sawicki, at Spring Garden avenue, Lakewood, and is remodelling it for business purposes. It is planned to house most of the activities of the company in this building. The first floor will contain a reception room and the president's office, panelled in walnut, with clerical offices arching off the reception room.

On the second floor will be located the show rooms and demonstration and testing salons, while the third floor will be devoted to an auditorium where women's clubs and other organizations will be invited to hold meetings, attend demonstrations and lectures, etc. The main laboratories are located near the new building and will eventually be housed on the property in buildings especially erected for them.

Bienaimé Urges Franco-American Accord

Robert Bienaimé, famous perfumer and head of the recently organized Bienaimé Parfumeur of Paris, is taking a prominent part in French agitation for better commercial relations with the United States. *Le Figaro* recently carried a paragraph telling of Mr. Bienaimé's visit as head of a delegation to Georges Bonnet, Minister of Commerce, urging that a commercial agreement be concluded with the United States in the near future.

To Build Plant on Coast

Announcement that Owens-Illinois Pacific Coast Co. will immediately break ground for the construction of a modern glass container manufacturing plant in Oakland, California, has been made by J. P. Levis, president. The buildings, comprising a five-furnace glass melting and forming department, packing room, mold shop, warehouses, carton manufactur-

ing department, compressor plant and factory office, are to be erected on a twenty-two acre tract of land recently acquired by the company at Fruitvale and Alameda avenues.

Owens-Illinois Pacific Coast Co., a subsidiary of Owens-Illinois Glass Co., began operations on the Pacific Coast in May, 1932. The company has manufacturing plants at San Francisco and Los Angeles, and its sales offices in San Francisco, Los Angeles, Portland, Seattle, and Salt Lake City. Approximately fourteen hundred people are employed.

Johnstone Made Merck Vice-President

Henry W. Johnstone, plant manager of Merck & Co., Inc., manufacturing chemists, Rahway, New Jersey, has been appointed a vice-president of the corporation in charge of operations. Coming to Merck & Co., Inc., six years ago, Mr. Johnstone served as assistant to the executive vice-president and organized the Merck planning department.



Mr. Johnstone

He was graduated from Yale in 1916, and after a year of teaching at Middlesex School entered the army as a private. He served 20 months in France and was demobilized as a First Lieutenant, following which he was associated for 10 years with Colgate & Co., serving as associate manager of the West Coast plant at San Francisco, manager of the Mid-West plant at Chicago, and general traffic manager at the Jersey City main office. He resigned in 1929 to join the Brookmire Economic Service, reentering the chemical field with Merck & Co. His home is at Delwick Lane, Short Hills, N. J. He is married and has two children.

Lever Increases Radio Work

Lever Brothers Co., Cambridge, Mass., has inaugurated another radio program on behalf of "Rinso" and "Lifebuoy" over 61 Columbia stations. The new program will be heard twice each week for half-hour periods and features Russ Morgan and his orchestra.

Hollywood Flight Organizing Distribution

The Hollywood Flight Cosmetics Sales, made by the Westcraft Laboratories, division of Western Aircraft Manufacturing Co., Los Angeles, is putting on an intensive sales campaign to continue for several months. John G. Canfield, eastern field manager, is conducting the campaign personally in Detroit. At present he is concentrating upon sales in Ohio, Illinois and Michigan, and organization of distributors for this territory, with sixteen districts in the territory already assigned.

de Hoyos Publicizes Monticello

Luis de Hoyos, general manager of Synfleur Scientific Laboratories, Inc., and mayor of Monticello, N. Y., on his recent Mexican trip succeeded in giving his city much publicity through speeches and radio talks. A column story in the local newspaper thanks the Mayor for his efforts and congratulates him on placing Monticello on the itinerary of the International Float Motorcade coming from Mexico City to Washington. Mr. de Hoyos was widely entertained and honored on his trip.

Luft Heads Welfare Drive

George W. Luft, president of George W. Luft Co., Long Island City, has been appointed general chairman of the Queens County (N. Y.) Welfare Committee's drive to raise \$250,000 for the several agencies which are members of the committee. Mr. Luft was a member of the Unemployment Relief Committee in 1931 and the Queens Relief Committee of 1933.

National Can Plans Plant Addition

National Can Co. will soon start work on a four-story and basement addition to its plant in Baltimore. The structure will be of concrete and steel, and will cost approximately \$50,000.

Renaud Opens New Office

Renaud & Cie., Boston, Mass., has opened a new import office with warehousing facilities at 44 Chauncy street (Watertown) Boston. M. L. Kleinberg, formerly sales man-

ager for Renaud & Cie. of America, is in charge of sales. Louis F. dePourtales will be district sales manager for the Eastern and Central states, which he formerly covered, and other territories will be opened in the near future. The company imports the original "Renaud" perfumes, formerly distributed by Renaud & Cie. of America.

Chaleyer in New Quarters

Ph. Chaleyer is now established in his new laboratories and offices in 160 East 56th street, New York City. The new quarters afford 3000 sq. ft. of space, about three times the space of his former offices, and include laboratories for perfumery, for flavoring and for manufacturing in addition to the staff and private offices. In the 13 years that Mr. Chaleyer has been in this country, he has made many friends in the trade who will be interested to know that on May 1 he will round out eight years of business under his own name. He expects to sail for Europe May 23.

Fritzsche Increases Mexican Facilities

Fritzsche Brothers, Inc., New York, has moved its offices in Mexico City to the Cook Building at 24 San Juan de Letran street, where additional space for the staff is available as well as laboratory facilities for better service to the company's grow-



Mr. Olivera, Mr. Hilbert and Mr. de la Garza.

ing list of Mexican customers. Fred Hilbert, of the New York office of the company, was in Mexico on vacation at the time the new branch was opened and is shown here with F. de la Garza, manager of the branch and his assistant Rafael Olivera.

Court Upholds Coconut Oil Tax

The tax of 3 cents per pound on coconut oil, levied on processors by the Revenue Act of 1934, is valid, it has been ruled by United States District Judge Yankwich in Los Angeles, and complaints brought by the Los Angeles Soap Co. and the Vegetable Oil Products Co. against Collector of Internal Revenue Rogan have been dismissed.

Judge Yankwich ruled that: "Clearly it is for the Congress to say, assuming the original object to have failed, what shall be done with the money collected for the use of the Philippine Islands. It alone can determine that the money accumulated shall now be put to a different use, or be returned to the taxpayer, or that the taxpayer be, in the future, relieved of the tax."

Production in Great Britain

Although figures were published in the *Fourth Census of Production* (1930) relating to the total bulk of perfumery and cosmetics manufactured in the United Kingdom, no detailed figures were available concerning the various classes of products. Figures, however, relating to these, have been collected under the *Import Duties Act Inquiry* for the year 1933, and the *Report*, which has recently been published by H.M. Stationery Office, gives the most complete statistical survey of perfumery and cosmetic manufacture in the United Kingdom which has ever been made.

Naturally toilet soaps head the list, the figure for these being 573,000 cwts. Arranged in order of bulk, the figures for other classes of toilet products are as follows: and, if it is borne in mind that shaving soaps and creams are mainly used by men, who are also large users of dentifrices, bath salts, brilliantines and hair creams, and talcum powders, which come next in order, it will be realized how important a role masculine taste plays in the cosmetic industry in Great Britain.

Dentifrices, 6,476,000 lbs.; perfumed bath salts, 5,459,000 lbs.; liquid hair preparations including brilliantines, 541,344 gals.; talcum powders, etc., 4,992,000 lbs.; shaving soaps and creams, 3,584,000 lbs.; perfumed spirits, 293,000 gals.; face and skin creams, 2,672,000 lbs.; miscellaneous toilet products, not specially

classified, 2,154,000 lbs.; face powders, rouges, and compacts, 1,560,000 lbs.; toilet waters and lotions, 120,000 gals.; liquid shampoos, 95,000 gals.; hair preparations other than liquid, 824,000 lbs.; shampoos other than liquid, 814,000 lbs.

Figures for essential oils have also been published, and show that in 1933 356,600 lbs. were distilled.

Firms employing not more than 10 workpeople were excluded from the survey. As the number of small firms manufacturing cosmetics in England is rather considerable, the figures quoted need an upward adjustment, though it is difficult to say by what percentage.

Otto of Rose Production in Turkey

The Société Pour la Production D'Essence de Rose Turque was formed last year with the participation of the following banks: The Sumer Bank, Ltqs. 62,000,000; Ish Bank, Ltqs. 5,000,000; and Agricultural Bank, Ltqs. 30,000,000. Its purpose is to undertake the production and sale of Turkish otto of roses, which, it is claimed, equals the Bulgarian otto of roses, and to make it known on the European and other markets directly without any intermediaries. This organization has erected a model factory at Isparta, the center of the rose industry which functioned during the first year of operation to their entire satisfaction producing a satisfactory product. They desire to contact American importers of essential oils and perfume raw materials.

Anderson with "Herald Tribune"

G. William Anderson, for many years actively identified with the toilet preparations industry in publishing and other capacities, has joined the advertising staff of the New York *Herald Tribune* where he will specialize in the advertising of toilet preparations.

Gair Buys Cleveland Box Co.

Robert Gair Co., Inc., New York, has acquired the Peerless Paper Box Mfg. Co., Cleveland, O., along with its plant in that city. The plant will be operated and the business carried on as Gair Cleveland Cartons, Inc. E. Victor Donaldson will be president of the new company.

Merkel Now With Fischbeck

The Charles Fischbeck Co., Inc., New York, announces that Kenneth W. Merkel, who has been identified with the essential oil and toilet goods industry for about 12 years, has joined the organization as perfumer. Mr. Merkel's broad experience as a perfumer and manufacturer of toilet articles enables him to bring to his new task a wealth of practical information. The company also advises that Edward Trippe who has been in the essential oil business for the last 28 years, has joined the organization in a sales capacity.

McK. & R. Profits Up

Net profits of McKesson & Robbins, Inc., for the year ended December 31, 1935, as disclosed in a preliminary report, totaled \$2,115,410, after all charges including depreciation, interest and income taxes. This compares with net profits of \$1,720,259 reported for 1934, an increase of 22.9 per cent. For the second half of 1935, net profits amounted to \$1,283,300 against \$832,110 in the first six months of the year and \$665,065 in the final six months of 1934.

Net sales for the year 1935 totaled \$132,097,248 against \$124,452,631 in the preceding year, an increase of \$7,644,617, or 6.1 per cent.

Lime Oil Producers Organize

Producers of lime oil in Trinidad and St. Lucia have, according to unofficial reports, formed the West Indian Lime Oil Sales Company, Ltd., with headquarters in Trinidad, to act as the sole sales bureau for the products of the various producers. It is expected that the organization will eventually handle the products of distillers in Dominica, Grenada, and British Guiana, and that it will later be in the position to fix export quotas and selling prices. It will also handle any other citrus oils produced by its members.

Stokes in Central America

F. J. Stokes, president of the F. J. Stokes Machine Co., Philadelphia, manufacturers of chemical and pharmaceutical equipment, has returned from a six weeks' trip through Guatemala and Mexico. He was accompanied by Mrs. Stokes and a party of friends.

Butz Leaves Waterbury Paper Box

Frederick L. Butz, who has been active in the paper box business in the metropolitan territory for over thirty years, has resigned as New York representative of the Waterbury Paper Box Co. Mr. Butz expects to announce his plans for the future after a brief vacation.

Hopkins Takes Over Murray & Nickell

J. L. Hopkins & Co., New York, has announced that the Murray & Nickell Mfg. Co., Chicago, is now affiliated with the Hopkins interests and will be operated as a Hopkins branch in Chicago. At the Chicago plant and warehouses of Murray & Nickell stocks of the Hopkins line of whole and powdered crude drugs and specialties for the cosmetic and other fields will be maintained. The two companies are among the oldest and largest in the crude drug trade.

Arabian Perfumer in London

By far the most interesting and romantic figure at the South London Exhibition, held at the Crystal Palace, near London, in March, was Sheikh Jalal Quraishi, an Arabian perfumer who, since coming to England, has attracted much attention. The Sheikh, who has devoted many years to the study of perfumery, has had an adventurous career, on one occasion narrowly escaping death at the hands of bandits. His hobby is the collecting of perfumes, and he has insured his sense of smell with a London insurance company for £2000. One of his specialities is "Zeenet" which he describes as a "lucky" perfume. Its composition, he claims, is a secret of the Quraishi family.

However, although claiming to be in possession of ancient Eastern formulae for the production of perfumes, the Sheikh by no means despises the products of modern science. In the course of an interview with our London correspondent, he expressed his keen approval of methyl-nonylacetate.



**Sheikh
Quraishi**

dehyde, cephalone, and civettone, especially the last. His latest creation is "Saeeda," a floral bouquet in which the lilac and tuberose notes are evident. His chief speciality, however, is the compounding of individual perfumes to suit the personality of each client, and this has made a strong appeal to numerous patrons. The Sheikh made a special presentation perfume for H. R. H. Princess Marina, Duchess of Kent.

Cosmetic Progress In Irish Free State

The restrictive duties placed on the importation into the Irish Free State of toilet products has very greatly stimulated manufacture in that country, although firms complain of the barrier placed in their way by the Irish Government in obtaining necessary machinery from Great Britain. Among existing Irish companies manufacturing toilet products of merit, mention may be made of the Island Bawn Laboratories Ltd., of Nenagh, County Tipperary; Irish Pharmaceuticals, Ltd., of Dublin, and Messrs. Dixon and Co., also of Dublin. The firm of Mrs. Pomeroy Ltd., whose beauty products are well-esteemed in Great Britain, has recently formed an Irish subsidiary, Mrs. Pomeroy (Ireland) Ltd., registered in Dublin as a private company with a capital of £2400, to manufacture and distribute similar products in the Free State. Another private company which has also recently been registered in Dublin, is Crystal Products (Irish Free State), Ltd. This company has a registered capital of £1000 and will manufacture and distribute products similar to those of the British parent company, Crystal Products, Ltd.

Zink & Triest in Larger Quarters

Zink & Triest, Inc., who have been located in the Pennsylvania Warehouse building at 15 Lombard street, Philadelphia, since 1931, recently moved into new and larger quarters in the same building, combining both office and warehouse space.

The company has appointed L. F. Carpenter Co., 844 Rush street, Chicago, to handle its account in that territory, and the Minneapolis office of this organization at 225-230 Gateway Bank building, will cover the Minneapolis and St. Paul sections.

Boscowitz Heads Bridge League

It will doubtless be a surprise to the host of friends with whom he has had business relations in the metropolitan territory for years for the F. N. Burt Co., Ltd., that H. Huber Boscowitz has been elected president of the American Bridge League and is the recipient of the first award of the Edwin A. Watzlar Memorial Trophy for distinguished service in upholding the highest standards of the game.

In an interesting article on "The First Ten in Contract Bridge" in a recent issue of *Collier's*, the author pointed out that all of the ranking players but one are New Yorkers, and that all are members of the Cavendish Club in New York. The article also points out that Mr. Boscowitz gained two second places during the season in the national contract championships.

Mr. Boscowitz participated in several sessions of the match held at Essex House for the world championship which was eventually won by the Americans. He also inaugurated and was chairman of the committee that conducted championship exhibition matches at the New York Athletic Club to raise funds for an American Olympic team with the thought that bridge might be added to the sports at the Olympic program.

Marsek Wins Riding Trophy

Dr. Fred Marsek, of Marsek Laboratories, Hollywood, is going about with a horsey look in his eye these days. The reason is that the good doctor won a beautiful saddle and bridle at a horse show recently, and now he wants to jack them up and run a horse under them. He won the leathers by being the best horseman in the show, and that's no mean feat out there in the country where men are practically born bowlegged.

Milky Way Cosmetics Moves

Milky Way Cosmetics is now established in new offices and laboratories at 65 Division street, Coldwater, Michigan. Mary E. Hall is manager of the company.

Working on Danish Perfumes

The important Schous Fabriker concern of Copenhagen has announced its intention of expanding the activities of its perfumery department, aiming at the production of all-Danish perfume. The experimental growing of lavender, roses, mint, and a fourth herb was started some time ago, and it is claimed that the first samples of lavender perfume prepared have a much stronger scent than English lavender, which is, in the ordinary way, very popular with the Danish public. The name of the fourth herb is being kept strictly secret, the manufacturers declaring that it is one which has never before been used in the history of perfumery anywhere in the world.

"American" Starts Beauty Page

"You Can Be Beautiful" is a new full-page of beauty news and advertising matter appearing in the New York *American* every Tuesday. It is written and edited by Miss Alice Hughes, well-known fashion columnist. It is based on a new interpretation of merchandising cosmetic needs in terms of human interest events in women's lives.

Aziza Account to Rosenfeld

Al. Rosenfeld, Inc., New York, has been appointed sole selling agent in the United States for Aziza Eye Cosmetique Preparations. There are three products in the line, mascara, eyeshadow and "Egyptian" eyelash cosmetic remover.

O'Connell with Neva-Wet

Leo O'Connell, who is well known in the toilet preparations industry, is now associated with the Neva-Wet Bottling Co., New York, a Lehn & Fink subsidiary. The company's product, a liquid for waterproofing fabrics, will be introduced throughout the United States through consignment placings. It has long been used for industrial purposes and will now be offered for household use.

Tax Bill in Alabama

The Alabama Legislature has a new proposal by Rep. Harry Hodges for taxing cosmetics. So far, the Legislature has been unable to agree on a satisfactory general retail

sales tax which led Rep. Hodges to offer his proposal which taxes many other items which he terms "luxuries." In addition, it requires merchants to pay a gross sales tax on sales of more than \$4,000 per year.

All toilet articles retailing for 25 cents or less, would require the payment of a 5 per cent tax; 10 per cent on items of more than 25 cents and less than \$1; and 15 per cent for articles of more than \$1.

Lehn & Fink Consolidates Subsidiaries

Lehn & Fink Products Co., Bloomfield, N. J., has consolidated its subsidiaries through the absorption of Lysol, Inc., and Lehn & Fink, Inc., on an exchange of stock basis. According to Edward Plaut, president of the company, the reorganization is designed to reduce tax burdens. Two other subsidiaries, A. S. Hinds & Co. and Pebeco, Inc., were previously absorbed.

The company's annual report showed net income for 1935 of \$412,869 as against \$747,618 in 1934.

Northam Warren Annual Report

The annual report of the Northam Warren Corp., New York, covering the company's operations for the year 1935, after all expenses excepting the unusual costs arising out of a complete change in packaging have been deducted, showed earnings of \$453,281 against \$436,777 for the year 1934. This is equivalent to \$12.88 per share on the preferred stock outstanding as against \$12.66.

Bristol-Myers Profits Up

A preliminary report of Bristol-Myers Co. and subsidiaries for the year 1935 shows net profit after depreciation, Federal taxes and other charges of \$2,272,700, equal to \$3.30 per share, against \$1,966,164 or \$2.82 per share in 1934. The final quarter of 1935 showed net profit of \$443,621 against \$399,501 for the same period of 1934.

Berman Returns from Florida

Philip Berman, advertising manager for L. Sonneborn Sons, Inc., New York City, is back at his desk after several weeks of honeymooning in Florida.

Colgate Profits Up in 1935

Net earnings of Colgate-Palmolive-Peet Co., Jersey City, N. J., increased 10.6 per cent to \$4,147,720 in 1935, according to the annual report recently issued. This is equal to \$16.79 per share on the preferred and \$1.36 on the common stock. President S. Bayard Colgate, in a statement accompanying the report, said that while earnings were higher, the net profit in relation to sales remains below normal. This he attributed to the imposition of processing taxes. He urged repeal of the tax of 3c. per pound on Philippine coconut oil.

Burt Moves N. Y. Office

F. N. Burt Co., Ltd., Buffalo, N. Y., has moved its New York City office to new and larger quarters in the International Building, 630 Fifth avenue. Charles M. Boscowitz, manager of the New York offices is at present in Palm Beach, Florida. In his absence his son, H. Huber Boscowitz, is in charge of the company's affairs in the metropolitan territory.

Stein Equipment Organized

Stein Equipment Co. has been organized by Jerome D. Stein, for fifteen years in the used and rebuilt equipment business, to do a new and rebuilt machinery business at 426 Broome street, New York City. Jerome D. Stein is president of the company, and Fred J. Stein is secretary and treasurer.

Blair Addresses Export Managers

Frank A. Blair, president of the Proprietary Association, was the speaker at a luncheon meeting of the Export Managers Club recently in New York. Mr. Blair indicated that world-wide economic recovery is shown by increasing foreign sale of American drug and cosmetic products.

Budapest International Fair

More than the usual number of cosmetics and toilet preparations houses are expected to exhibit this year at the International Fair in Budapest, which will soon open. In the past, a large volume of business has been done at the fair especially in new items which are presented by the industry on this occasion.

Mrs. Percy Cecil Magnus

Mrs. Lucy Gartrell Magnus, widow of the late Percy Cecil Magnus and mother of P. C. Magnus, president of Magnus, Mabee & Reynard, Inc., New York, died March 23 at her home in the Fifth Avenue Hotel, New York. Mrs. Magnus was the daughter of the late Brigadier-General Lucius J. Gartrell and was born in Lagrange, Ga. Surviving are two daughters, Helen Magnus Horton and Elizabeth G. Magnus; three sons, P. C. Magnus, J. B. Magnus, and R. B. Magnus, president and vice-presidents of Magnus, Mabee & Reynard, Inc., and five grandchildren.

Adolf Kuroff

Adolf Kuroff, a director and for some years chairman of the board of General Dyestuff Corp., New York, died March 23 at the age of 89. Mr. Kuroff was born in Germany, emigrating to the United States in 1860. He was one of the founders of Pickhardt & Kuroff, leading dye importers, and was associated with the dye industry throughout his business career. He retired from active business in 1926. Surviving are three sons and three daughters.

William Stevenson

We regret to have to record the death of William Stevenson, F.C.S., at his residence in Surbiton, Surrey, England, February 18. Mr. Stevenson, who was 78 years old, had been connected with the essential oil trade for many years. In 1882, he established a business in partnership with the late Reginald Howell, who died in 1912. In 1898, this undertaking was acquired by Stevenson & Howell, Ltd., the well-known London firm of essential oil distillers and manufacturers of flavoring extracts. Mr. Stevenson was managing director of this firm until his retirement six years ago. His elder son, R. W. Stevenson, M.A., F.C.S., is a present joint-managing director; and his younger son is also connected with the business. In his earlier days, Mr. Stevenson was a well-known yacht owner and an accomplished rider. The firm of Stevenson & Howell, Ltd., is represented in the United States by Thomas A. Hedley of New York, and in Canada by the Weir Specialty Co., Ltd., of Toronto.

Dr. George A. Prochazka

Dr. George A. Prochazka, chemical engineer and for many years a leader in the dyestuff and synthetic organic chemical industry, died in East Orange, N. J., March 24 at the age of 80. Dr. Prochazka was born in Milwaukee and educated as a chemist in Germany. He was associated with several prominent dyestuff and fine chemical companies and assisted the government in the development of protective legislation for the dyestuff industry in the trying years immediately following the war. He leaves his widow, two sons, and a daughter.

Leon Givaudan

Leon Givaudan, head of L. Givaudan & Cie., Geneva and Paris, and president of Givaudan-Delawanna, Inc., New York, died March 25, at his home in Paris. Mr. Givaudan was a graduate of the University of Zurich and early began experimentation in and production of aromatic chemicals. Upon graduation, he established L. Givaudan & Cie with

his brother, Xavier, with headquarters at Zurich. His operations expanded rapidly and later headquarters were moved to Geneva. During the war a branch was established at Lyons, France.

The Givaudan line was early introduced into the United States and in 1924, an American manufacturing branch was started and a few years later another branch at Palermo, Italy.

Mr. Givaudan made annual trips to America for many years and was well known to the trade here. Recently, Xavier Givaudan and his son, Andre, have relieved Leon Givaudan of much of the travelling and other duties of the business. It will be carried on under their direction and management without change in policy or method of operation.

In 1932, Mr. Givaudan was made an Officer of the Legion of Honor in recognition of his services in advancing Franco-Swiss commercial relations and his interest in French foreign trade. His brother Xavier, who survives, is also an Officer of the Legion.

NEW COMPANIES

Dew Cosmetics, Inc., Brooklyn, N. Y., cosmetics, 200 shares no par value. Filed by Schreiber, Buchter & Rathheim, 285 Madison avenue, New York.

Divinity Laboratories, 2933 Rivard street, Detroit, Mich., cosmetics for the colored trade. Organized by Margaret Farmer.

Kay Tee Products Co., Inc., Brooklyn, N. Y., soap powder, \$10,000. Filed by B. Robbins, 25 Warren street, New York.

Lancelle Products Corp., New York, merchandise and trading, 100 shares no par value. Filed by Samuel Blumberg, 200 Fifth avenue, New York.

Lan-Clamore Cosmetics Laboratories, Inc., 7 S. Dearborn street, Chicago, cosmetical and pharmaceutical supplies of all kinds, 100 shares no par value. Incorporators: Harold E. Lancaster, Margaret Fitzgerald, Maurice S. Weinzelbaum. Filed by Maurice S. Weinzelbaum, 7 S. Dearborn street, Chicago, Ill.

Mills Sales Co. of New York, Inc., New York, drugs and cosmetics, 200 shares no par value. Filed by Max J. Weinman, 10 E. 40th street, New York.

Monogram Cosmetics, Ltd., New York, cosmetics, 160 shares no par value. Filed by Milbank, Tweed, Hope & Webb, 15 Broad street, New York.

Nu-Skin Laboratories, Inc., New York, cosmetics, \$1,000. Filed by Shatzkin, Wachtel & Wahrman, 3810 Third avenue, New York.

Pet Products Co., Inc., 3720 North Pennsylvania street, Indianapolis, Ind., cosmetics, soaps, medicines, etc., for domestic stock, particularly pet animals, 1000 shares no par value. Incorporators: Fred C. Walz, Royden L. Dickson and Roy Lee Smith. Filed by Fred C. Walz, 3720 North Pennsylvania street, Indianapolis, Ind.

Business Records

BANKRUPTCY

Point Products, Inc., manicuring supplies, 60 W. 15th street, New York. Liabilities, \$6,088; assets, \$1,450.

Hungarian Soap Makers Organize

Soap manufacturers in Hungary, especially the small and moderate sized establishments, have recently formed a group called Union of Manufacturers of Soaps.

REVIEWS OF TECHNICAL BOOKS

COSMETICS USED ON THE SKIN. FIRST PART. INDEX (1935) (DIE KOSMETIK DER HAUT). By H. Janistyn. In German, 161 pages. Paper. Price 7.1 R.M. H. Ziolkowsky, Augsburg.

It is unfortunate that this little book is not available in English for general use by manufacturers of cosmetics. It fits a big vacant space in the literature on raw materials used by this industry. The information is brief, not too technical and as accurate as any general work of this character can be. It lists the products less rarely used as well as those in general use. The book not only sets down the chemical properties but the medicinal and poisonous properties as well. The more recent raw products introduced to the industry are included. It does not list those under the true chemical name alone but under the trade-marked names as well. In the latter case it gives the composition of the product in many occasions.

The book is poorly bound but well printed. It gives no references as to authorities from which the information is gleaned. This is unfortunate. A cross indexing is also lacking which at times makes it difficult to locate a product.

The advantages of having this volume available are so evident it needs no further comment. The book should find a place in the library of every laboratory having to do with raw materials for or the finished products of the cosmetic industry.

DR. E. G. THOMSEN

COMPILATION OF LAWS, THIRTEENTH EDITION. Standard Remedies Publishing Co., Washington, D. C. 1935. Price \$7.50.

The thirteenth edition of this extremely useful work on the legal side of the food and drug industry appears in new style. Loose leaf binding has been adopted by the publishers so that annual bound editions will no longer be necessary. Instead, revision will be by means of separate perforated sheets which can be inserted readily. The book contains all Federal and state laws dealing with foods, drugs, cosmetics, poisons, pharmacy, alcohol and other acts relating to the food and drug industries. An explanatory notice reports that the edition was forced to go to press without the regulations

under the various Federal liquor laws which will be furnished as separate sheets for insertion as soon as they are promulgated.

The growing interest in and importance of food and drug legislation makes this revision very timely. It is a book which all manufacturers and dealers in these fields need for constant reference.

S.L.M.

KOSMETISCHES PRAKTIKUM. H. Janistyn, Che., Parfumeur. 119 pages. Cardboard cover. Published by H. Ziolkowsky, G.m.b.H., Augsburg, Germany. 1935. In German. Price, R.M.2.60.

This booklet is part one of a series apparently, and called "Kosmetik des Haares." The title is self explanatory. The book considers nine types of hair cosmetics, and goes into quite some de-

tail on hair lotions and tonics. In this section, the author gives a dictionary of materials classifying them according to therapeutic action, such as irritants, radioactive elements, anti-seborrhoeic, keratoplastic, antiseptic and other ingredients. Twenty-seven pages of formulas follow, for perfuming the types of hair lotions and tonics thus far discussed, as well as twenty-five formulas for tonics of various kinds.

The section on shampoos is brought right up to date, particularly as far as materials is concerned. The many new sulfated alcohols and derivatives are discussed, with patent review and formulation. Formulas are representative of those used in soap practices.

We find the booklet interesting and recommend it to readers. Characteristic of many of the smaller books published in Europe, the cover is made of light cardboard, can be removed easily and bound in cloth or as desired.

M. G. DE NAVARRE

CIRCULARS, PRICE LISTS, etc.

SYNFLEUR SCIENTIFIC LABORATORIES, INC., MONTICELLO, N. Y. 1936 Price List.

This list of 24 pages and cover carries the complete line of flower oils, perfume materials, aromatic chemicals, flavoring materials and colors manufactured by the company. It is well arranged and printed and carries colored pictures of flowers and fruits on its cover. A substantial part of it is devoted to instructions for the use of Synfleur products.

GEORGE LUEDERS & CO., NEW YORK Wholesale Price List for March-April, 1936.

The company's list contains a comprehensive group of essential oils, aromatic chemicals and specialties under the Lueders trade mark as well as the name of Camilli, Albert & Laloue, Grasse, for whose natural flower oils Lueders is the American agent.

ELECTRO BLEACHING GAS CO., AND NIAGARA ALKALI CO., NEW YORK "The Pioneer" for March.

This interesting house organ comments most favorably on the article by Ruth Hooper Larisson on the lessons to be gained from the Metropolitan Museum

of Art in designing perfume and cosmetic containers, which appeared recently in THE AMERICAN PERFUMER. An interesting illustration is that of the gigantic lens recently completed.

SCHIMMEL & CO., INC., NEW YORK. "Schimmel Briefs," No. 12.

This month's publication discusses the perfume of the orchid. Another article describes hair tonics containing cholesterol.

ABBE ENGINEERING CO., NEW YORK. "Mills, Mixers and Sifters."

This illustrated bulletin describes the company's machines for use in the cosmetic and allied industries. Diagrams and sectional photographs show the actual working of each machine.

THORN TITE TOPS, INC., NEW YORK CITY. Sample Offer.

The company offers to fit its new patented closure to collapsible tubes, bottles or cans submitted by manufacturers of toilet preparations. The offer is made to acquaint manufacturers with the merits of the closures through actual use on their own products. Descriptive matter on the features of the closure has also been prepared.

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19,

1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK
DEPARTMENT
THE AMERICAN PERFUMER,
9 East 38th St., New York City.

Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

359,364.—"Neozone," Neo-Aire, Inc., New York. (Oct. 25, 1934.)—Deodorants.

359,648.—See Illustration. Industrial Chemical Sales Co., Inc., New York, N. Y. (Aug. 11, 1928.)—Industrial alcohol.

360,133.—See Illustration. Ex-Cel-Cis Beauty Products Co., Salt Lake City, Utah. (Jan. 1, 1933.)—Cleansing cream, tissue cream, finishing cream, skin freshener, face powder, rouge, lipstick, etc.

363,940.—See Illustration. Dr. August Oetker, Bielefeld, Germany. (1908.)—Food flavoring, vanilla, vanilla-sugar.

364,216.—See Illustration. Nobio Products, Inc., New York, N. Y. (Apr. 2, 1934.)—Deodorants.

364,406.—"B. & I." Christine Williams, doing business as M. C. Williams Mfg., Buffalo, N. Y. (Nov. 8, 1933.)—Hair preparations.

366,479.—See Illustration. Maison Joubert, Inc., New York. (June 16, 1934.)—Toilet preparation.

367,466.—See Illustration. Michel Gourland, New York. (Jan. 1934.)—Skin lotion.

367,512.—"SLIM CREAM." Daisy Stebbing, Forest Hills, L. I., N. Y. (Jan. 15, 1934.)—Slenderizing cream.

368,352.—See Illustration. Prince Matchabelli Perfumery, Inc., New York. (Oct. 30, 1924.)—Perfumes, toilet waters, eau de cologne, bath essences, bath oil, oil used before or after exposure to sunburn, face powder, bath powder, etc.

368,607.—See Illustration. Madeline's, Can-

ton, Ohio. (Oct. 15, 1934.)—Permanent hair wave liquids, oils, and preparations.

369,082.—See Illustration. Henry W. Hilkner, San Francisco, Calif. (July 1, 1935.)—Shampoo.

369,701.—"THE KNIZE TEN." Knize & Comp., S. A.R. L., Paris, France. (Aug. 31, 1931.)—Perfumes, eau de colognes, toilet water, lotions, oil for the hair, brilliantine, creams.

370,158.—See Illustration. Valvoline Oil Co., Cincinnati, Ohio, and New York, N. Y. (Sept. 23, 1935.)—Preparation for use as a hair tonic and hair dressing.

370,446.—See Illustration. The Campus Toothpowder Co., doing business as The Campus Cos., Inc., Dodge City, Kan. (Aug. 15, 1935.)—Toothpowder.

370,698.—See Illustration. L. Roy Davenport, doing business as Embalming Research Institute, Chicago, Ill. (Sept. 10, 1935.)—Embalming preparation.

370,998.—See Illustration. Parfums Revillon, Paris, France. (May 15, 1935.)—Perfumes, toilet waters, toothpaste and powders, hair tonics and lotions, face creams, face lotions, and face powders.

371,142, 371,143.—See Illustrations. Francis Elmquist, doing business as House of Twigs, Kansas City, Mo. (Aug. 1, 1935.)—Astringents, cleansing cream, all purpose creams, vanishing creams, and deodorant.

371,218.—"ENCHANTAIRE." Walter Lampl, New York. (Sept. 3, 1935.)—Compacts made of and/or plated in whole or in part with precious metals and/or also jeweled with ornaments.

371,283, 371,284, 371,285, 371,286.—"FOR-BIDDEN LOVE," "KISMAJU," "LE CLAIRAC" and "NUIT ESPAGNOLE (NOCHE ESPANOLA)" respectively. Solis, Entrialgo Y Compania, Havana, Cuba. (Jan. 23, 1934; Apr. 13, 1934; May 6, 1933, and Apr. 13, 1934, respectively.)—Perfumes, toilet waters, eye lotions, hand lotions, skin lotions, face powders, body powders, etc.

371,394.—See Illustration. The Nestle-LeMur Co., New York, N. Y. (Nov. 7, 1935.)—Preparation for treating hair and for use in waving or curling hair.

371,424.—See Illustration. Ex-Cel-Cis Beauty Products Co., Salt Lake City, Utah. (Nov. 1, 1934.)—Cleansing cream, tissue cream, finishing cream, skin freshener, face powder, rouge, lipsticks, shampoo, brilliantine, perfumes.

371,447.—See Illustration. Screen and Stage Make-Up by Elizabeth Arden, Ltd., doing business as Elizabeth Arden Laboratories, Hollywood, Calif. (July 1, 1935.)—Foundation cream.

371,465.—See Illustration. Etablissements Riguad, Inc., New York. (Under 10-year proviso. 1863.)—Toilet water.

371,490.—See Illustration. Hyman Ditchik, doing business as Hollywood Laboratories, New York, N. Y. (Nov. 8, 1935.)—Perfumes.

371,494.—See Illustration. Sam Hagler, doing business as West Point Laboratories, New York. (Oct. 9, 1931.)—Natural vegetable oil, hair tonic, lilac lotion, witch hazel, Egyptian henna preparation for the hair, hair color, massage cream, rubbing alcohol, after-shaving preparation, lemon cream, mud pack preparation, foaming hair tonic, and other hair preparations.

371,646.—See Illustration. Evelyn Hornsby Mims, Fort Worth, Tex. (July 15, 1935.)—Perfumes.

372,147.—See Illustration. Sherwood Petroleum Co., Inc., Brooklyn, N. Y. (Oct. 1, 1935.)—Irradiated mineral oils for therapeutic and cosmetic uses.

372,181.—See Illustration. Purex Products, Inc., Baltimore, Md. (Aug. 14, 1934.)—Food flavoring extracts.

372,262.—See Illustration. Zon, Inc., New York. (Nov. 1, 1935.)—Preparation for use in the treatment of the hair and scalp.

372,353.—See Illustration. Glen E. Dyer, doing business as Twin Products Co., Los Angeles, Calif. (Nov. 25, 1935.)—Toilet soap, shaving soap, shaving cream, and containers in which such goods are packed.

372,517.—"BOUTADE." Houbigant, Inc., New York. (Nov. 25, 1935.)—Perfume, toilet water, face powder, talcum powder, bath salts, etc.

372,575.—See Illustration. Thrift Packing Co., Dallas, Tex. (Oct. 1, 1935.)—Food flavoring extracts.

372,745.—"PUREODENT." Purefac Corp., New York. (Dec., 1931.)—Mouth wash.

372,803.—See Illustration. Better Drug Products, Inc., Tulsa, Okla. (May 15, 1934.)—Face and hand lotion.

372,711.—"LOUISE." Marie Gillem, New York. (March 1, 1935.)—Face and hand lotion.

372,870.—See Illustration Den-Way Laboratories, Newark, N. J. (Nov. 1, 1935.)—Skin cream.

372,873.—See Illustration. Benjamin Frankel, New York. (Nov. 1, 1935.)—Preparation for removing hair from the body.

372,951, 372,952.—See Illustrations. Bethlehem Laboratories, Inc., Pittsburgh, Pa. (June 10, 1920, and July 17, 1915, respectively.)—Antiseptics, germicides and deodorants.

373,059.—“RAYO.” Celine Williams, doing business as Minute Products Co., Brooklyn, N. Y. (Sept. 17, 1934.)—Antiseptic mouth wash and deodorant, bath and foot powder, skin and scalp ointment, tooth powder.

373,079.—“KAM-O-LAN.” Kam-O-Lan Laboratories, Chicago, Ill. (Nov. 26, 1935.)—Shampoo.

373,101.—See Illustration. Benjamin Frankel, New York. (June 1, 1935.)—Hair tonics, hair creams for oily scalp, hair creams for dry scalp, and other hair preparations.

373,165.—See Illustration. Blaine Culver, Los Angeles, Calif. (July 1, 1935.)—Nail white, shampoo, hair oil, nail rejuvenator and polish remover, hair bleach oil, nail tonic, nail polish thinner, cuticle solvent, and facial cream.

373,214.—See Illustration. George Wade Gray, doing business as Gray Laboratories, Brooklyn, N. Y. (April 1, 1935.)—Compound for restoring original color to gray hair.

373,267.—See Illustration. Samuel O. Ronk, doing business as Waval Permanent Wave Supply Co., Los Angeles, Calif. (Nov. 1, 1931.)—Bottled permanent wave solution, hair oils, and shampoo.

373,334.—See Illustration. Francis Elquist, doing business as House of Twigs, Kansas City, Mo. (Aug. 1, 1935.)—Astringents, cleansing cream, all purpose creams, vanishing creams, and deodorant.

373,398.—“DY T O K.” Edmond Soussa, New York. (Dec. 21, 1935.)—Hair dye remover.

373,470.—See Illustration. Valvoline Oil Co., Cincinnati, Ohio and New York, N. Y. (Dec. 27, 1935.)—Preparation for use as a pomade or dressing for the hair.

373,471.—“VALSMOOTH.” Valvoline Oil Co., doing business as Valco Laboratories, Cincinnati, Ohio, and New York. (Dec. 27, 1935.)—Brushless shaving cream.

373,509.—“Lady Carmean.” Olive Carmean Witzman, Kansas City, Mo. (Aug. 1, 1934.)—Skin cream, tissue cream, face and hand lotion, lipsticks, dry rouge, cream rouge, eye shadow preparation, face powder, etc.

373,532.—See Illustration. La Fain, Inc., Buffalo, N. Y. (May 30, 1935.)—Hair wave setting solution.

373,618.—See Illustration. Frank C. Reilly, New York. (May 15, 1935.)—Toilet preparations.

373,711.—See Illustration. Joseph H. Meyer Brothers, N. Y. (Jan. 1, 1935.)—Powder cases.

373,800.—See Illustration. Pond's Extract Co., New York. (Aug. 5, 1935.)—Face powder.

373,802.—See Illustration. Everett M. Ramsay, doing business as E. M. Ramsay, Chicago, Ill. (Jan. 11, 1936.)—Hail treating preparations.

373,842.—“NATURENE.” Michael P. Simon, Cloverdale, Pa. (Sept. 2, 1935.)—Hair tonic.

373,862.—See Illustration. Philip Solomon, New York. (Jan. 8, 1935.)—Beauty lotions.

373,872.—See Illustration. The Ivis Co., Inc., Buffalo, N. Y. (July 15, 1930.)—Mouth washes and dental powders.

373,983.—See Illustration. The M. Werk Co., St. Bernard, Ohio. (Jan. 6, 1936.)—Soap.

373,998.—See Illustration. Chinard Cos-



Department Stores, Inc., Chicago, Ill. (Jan. 5, 1935. Serial No. 361,306.)—Cleansing tissue.

Patents Granted

2,032,524.—Liquid Soap converter. Arthur L. Bobrick, San Marino, Calif.
2,032,669.—Lipstick Holder. Blake Allen Seaver, Springfield, Mass., assignor to Blake Manufacturing Corp., Springfield, Mass.

2,032,704.—Cosmetic cream. Howard A. Kiernan, New York.

2,032,776.—Dispensing container and closure therefor. Henry E. Van Ness, Elmira, N. Y.

2,032,883.—Collapsible Tube Closure. Bert E. Mills, Seattle, Wash., assignor of forty per cent to Melvin E. Jepson, Reno, Nev.

2,032,931.—Closure cap and package. John C. Gibbs, Brooklyn, N. Y., assignor to Anchor Cap & Closure Corp., Long Island City, N. Y.

2,032,984.—Holder for lipsticks or cosmetic sticks. Ragnar Zeuthen Hanssen, Moss, Norway.

2,033,092.—Soap forming compounds and process of making same. Herman A. Bruson, Philadelphia, Pa., assignor, by mesne assignments, to Rohm & Haas Co., Philadelphia, Pa., a corporation of Delaware.

2,033,139.—Cosmetic applicator. Alice Jef-fers, Washington, D. C.

2,033,256.—Top for containers. Herman Schacher, Eden, N. Y.

2,033,295.—Container. Winfred T. Parkin, Providence, R. I., assignor to Theodore W. Foster and Bro. Co., Providence, R. I., a corporation of Maine.

2,033,333.—Lipstick holder. John W. Fitz Gerald, Milwaukee, Wis., assignor to Briggs & Stratton Corp., Milwaukee, Wis., a corporation of Delaware.

2,033,732.—Process for the working up of soaps. Oskar Neis, Hamburg, Germany, assignor to firm Hanseatische Muhlenen Aktiengesellschaft, Hamburg, Germany.

2,034,060.—Closure. Lillian Shapiro, Brooklyn, N. Y., assignor by mesne assignments, to Columbia Plush & Puff Co., Inc., Brooklyn, N. Y.

2,034,089.—Atomizer. Gladys de Maublanc, Paris, France, assignor to Elizabeth Arden, Inc., New York.

2,034,137.—Spreader-top for tubular containers. Dermot Fitz-Gibbon, Buenos Aires, Argentina.

2,034,416.—Liquid applicator. Arthur R. Peat, Maplewood, Mo., assignor to Marion Lambert, Inc., St. Louis, Mo.

2,034,667.—Vanity case. Alfred F. Reilly, North Attleboro, Mass., assignor to Evans Case Co., North Attleboro, Mass.

2,034,799.—Container and closure retainer therefor. Darrell C. Crain, Washington, D. C.

2,035,004.—Dispensing container and closure therefor. Henry E. Van Ness, Elmira, N. Y.

2,035,290.—Dispensing top for powder holders. William J. Bauer, New York, N. Y., assignor to Robert Lederfeind, New York, N. Y.

2,035,329.—Container closure. Theodore McPhail, Fort Hancock, N. J.

2,035,356.—Toilet case. Norman White and James Denton-Thompson, London, England; said White assignor to said Denton-Thompson.

2,035,357.—Powder puff. Clarence L. Wright, Harrisburg, Pa.

2,035,404.—Bottle. John J. Quinn, Scarsdale, N. Y.

2,035,494.—Perfume-Emitting materials. Walter Christian Meuly, New Brunswick, N. J., assignor to E. I. du Pont de Nemours & Co., Wilmington, Del., a corporation of Delaware.

2,035,749.—Tube closure. James E. Knauss, Sacramento, Calif.

2,035,830, 2,035,831, 2,035,832.—Vanity cases. Winfred T. Parkin, Providence, R. I., assignor to Theodore W. Foster & Bros. Co., Providence, R. I., a corporation of Maine.

2,035,877.—Container. Gerald K. Geerlings, Cynwyd, Pa.

Designs Patented

98,881. Design for a cake of soap. Albert Moehim, New York.

98,911. Design for a bottle. Monroe M. Blum, New York.

98,926. Design for a closure cap or similar article. Joseph R. Fleisch, Clifton, N. J., assignor to Anchor Cap & Closure Corp., Long Island City, N. Y.

98,951. Design for a dusting powder con-

tainer. Florence N. Lewis, New York.
98,969. Design for a bottle. John H. Steurnagle, Du Bois, Pa., assignor to Brockway Glass Co., Inc., Brockway, Pa.

99,010, 99,011, 99,012. Designs for a bottle. Charles B. Garwood, Linthicum Heights, Md., assignor to Carr-Lowrey Glass Co., Baltimore, Md.

99,023. Design for a bottle. Carl G. Hilgenberg, Baltimore, Md., assignor to Carr-Lowrey Glass Co., Baltimore, Md.

99,064. Design for a bottle. Jean W. Bicks, Chicago, Ill., assignor to Carr-Lowrey Glass Co., Baltimore, Md.

99,093. Design for a metal bottle. Charles E. McManus, Spring Lake, N. J., and George Goebel, Baltimore, Md., assignors to Crown Cork & Seal Co., Inc., Baltimore, Md., a corporation of New York.

99,095, 99,096, 99,097. Designs for a container closure. James W. Perry, Hartford, Conn., assignor to Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.

99,153. Design for a compact case. Harry Bayar, New York.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER

Patents

356,365.—Paste tube closure. George M. Evans, Hollywood, Calif.

356,417.—Metallic closure. The Armstrong Cork Co., assignee of Arnold Raymond McCombs, both of Lancaster, Pa.

356,798, 356,799.—Shaving Cream and Soap Cream respectively. The Procter & Gamble Co. of Canada, Ltd., Hamilton, Ont., assignee of Ralph H. Ferguson, Cincinnati, Ohio.

Trade Marks Under Unfair Competition Act of 1932

N.S. 4633. "Carload Grocerias." Soap. Carload Grocerias, Ltd., Toronto, Ont.

N.S. 4655. "A Plus." Soap and soap products. Los Angeles Soap Co., also operating

as the White King Soap Co., a corporation of California, Los Angeles, Calif.

N.S. 4664. Representation of a shield held by a pair of lions. Perfumes, volatile oils, artificial perfumes, natural perfumes, concentrated perfume mixtures, soaps, soap powder, laundering preparations and soap colors. Schimmel & Co., Aktiengesellschaft, Miltitz bei Leipzig, Germany.

N.S. 4676. "Velvey Mitten." Abrasive article for use as depilatory or hair remover. Velvet Mitten Co., Los Angeles, Calif.

N.S. 4684. "Manicare." Preparation for manicuring and caring for the hands. Allcock Manufacturing Co., Ossining, N. Y.

N.S. 4700 and 4701. A representation of a cartouche and "Calol" respectively. White Oils. Standard Oil Co. of California, a corporation of Delaware, San Francisco, Calif.

N.S. 4703. "Germite." Antiseptics, disinfectants, germicides and deodorants. Standard Oil Co. of California, a corporation of Delaware, San Francisco, Calif.

N.S. 4718. "Quest." Deodorant. Kotex Co. of Canada, Ltd., Toronto, Ont.

N.S. 4724. "Sous Le Vent" Perfumes. Société Guerlain, Paris, France.

N.S. 4725. "Saint-Jean D'Ete." Perfumes, cosmetics, creams and other toilet preparations. Cecile Etive, Paris, France.

N.S. 4733 and 4734. "Allen's Two Drop Lotion" and design of a woman's arm extended from the bottom of the package with the hand in position to catch two liquid drops suspended above, respectively Skin lotions. Mark W. Allen & Co., Detroit, Mich.

N.S. 4753. "Vatel." Flavoring extracts, Compagnie Caron Enrg, Quebec, Canada.

N.S. 4762. "La Minaudiere." Vanity cases. Van Cleef & Arpels, Paris, France.

N.S. 4764, 4765 and 4766. "Amou-Daria," "Latitude," and "Tornade" respectively. Toilet preparations. La Société des Parfums Revillon, Paris, France.

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS		Guaic (Wood)	\$3.45@ \$3.60	Tansy	\$1.80@ \$2.10
Almond Bit., per lb.	\$2.20@ \$2.40	Hemlock75@ .85	Thyme, red72@ .85
S. P. A.	2.50@ 2.75	Hops (oz.)	9.00@ 2.85@	White85@ 1.25
Sweet True	.58@ .65	Horsemint	40.00@ 48.00	Valerian	14.50@ 15.00
Apricot Kernel	.24@ .28	Hysop		Verbena	3.75@ 7.00
Amber, crude	.25@ .30	Juniper Berries	1.10@ 1.75	Vetivert, Bourbon	11.00@ 13.00
rectified	.52@ .60	Juniper Wood60@ .62	Java	15.00@ 25.00
Ambrette (oz.)	46.00@ 3.25	Laurel	11.50@ 15.00	East Indian	30.00@
Amyris balsamifera	3.00@ 3.25	Lavender, English	32.00@ 7.50	Wine, heavy	1.25@
Angelica root seed	80.00@ 160.00@	French	3.75@ 7.50	Wintergreen, Southern	3.35@ 3.75
Anise, U. S. P.	.65@ .70	Lemon, Italian	1.00@ 1.50	Penn. & Conn.	4.50@ 8.00
Araucaria	1.75@ 1.85	Calif.	1.00@	Wormseed	2.30@ 2.40
Aspic (spike) Span. French	1.35@ 1.55@	Lemongrass55@ .60	Wormwood	2.40@ 2.60
Balsam, Peru	5.75@ 6.25	Limes, distilled	6.25@ 7.25	Ylang-Ylang, Manila	29.00@ 35.00
Balsam, Tolu, ex.	4.25@	expressed	11.00@ 12.00	Bourbon	5.00@ 8.00
Basil (oz.)	2.35@	Linaloe	1.30@ 1.40		
Bay	1.50@ 1.75	Lovage	66.00@ 70.00		
Bergamot	1.70@ 2.00	Mace, distilled	1.30@ 1.40	TERPENELESS OILS	
Birch, sweet N. C. Penn. and Conn.	1.90@ 2.00	Mandarin	4.00@ 5.00	Bay	3.25@ 3.50
Birchtar, crude	3.75@ 4.00	Marjoram	6.25@	Bergamot	5.75@
Birchtar, rectified	.15@ .18	Melissa	4.00@ 4.25	Clove	4.00@ 5.00
Bois de Rose	.85@ .90	Mirbane (see Nitrobenzol)		Coriander	20.00@
Cade, U. S. P.	.30@ .33	Mustard, Genuine	8.50@ 10.00	Geranium	8.00@ 12.50
Cajeput	.55@ .80	artificial	1.95@ 2.25	Grapefruit	45.00@ 60.00
Calamus	3.50@	Myrrh	10.00@	Sesquiter 'less	85.00@
Camphor "white"	.20@ .25	Myrtle	3.25@ 3.75		
Cananga, Java native rectified	2.60@ 3.10@	Neroli, Bigarde, P.	55.00@ 125.00	Lavender	7.00@ 8.50
Caraway	2.05@ 2.20	Petaile, extra	70.00@ 150.00	Lemon	8.00@ 14.50
Cardamom, Ceylon	12.00@ 30.00	Niaouli	3.45@	Lime, ex.	50.00@ 72.00
Cascarilla	60.00@ 85.00	Nutmeg	1.30@ 1.40	Orange, sweet	78.00@ 90.00
Cassia, 80@85 p.c. rectified, U. S. P.	1.10@ 1.25@	Olibanum	5.25@	bitter	90.00@ 115.00
Cedar leaf	1.00@ 1.10	Orange, bitter sweet, W. Indian	2.10@ 2.25	Petitgrain	3.75@ 4.00
Cedar wood	.22@ .25	Italian	2.20@ 2.35	Rosemary	2.50@
Cedrat	4.15@	Spanish	2.15@ 2.75	Sage, Clary	90.00@
Celery	12.00@	Calif. exp. dist.	2.45@ 2.55	Vetivert, Java	35.00@
Chamomile (oz.)	3.00@ 7.00	Origanum, Spanish	2.50@	Ylang-Ylang	28.00@ 35.00
Cherry laurel	14.00@ 15.00	Orris root, con (oz.)	1.00@		
Cinnamon, Ceylon	12.00@ 20.00	Orris root, abs. (oz.)	4.00@ 5.00	OLEO-RESINS	
Cinnamon, Leaf	2.25@	Orris Liquid	35.00@ 50.00	Benzoin	3.00@ 3.25
Citronella, Ceylon Java	.23@ .28	Parsley	10.75@ 11.30	Capsicum, U. S. P. X. Alcoholic	2.20@ 3.20@
Cloves Zanzibar	.95@ 1.05	Patchouli	5.50@ 6.00	Cubeb	3.25@
Cognac	18.00@ 21.00	Pennyroyal Amer.	2.15@ 2.40	Malefern	1.65@ 2.00
Copaiba	.45@ .50	French	1.55@ 1.65	Oak Moss	6.00@ 15.00
Coriander	5.75@ 6.00	Pepper, black	6.00@ 6.50	Olibanum	3.50@
Crotol	1.50@ 1.75	Peppermint, natural	2.05@ 2.40	Orris	17.00@ 28.00
Cubeb	3.00@ 3.25	Redistilled	2.20@ 2.55	Patchouli	16.50@ 18.00
Cumin	8.75@ 9.00	Petitgrain	1.10@ 1.35	Pepper, black	4.00@ 4.60
Curecos peels	5.00@ 5.25	French	2.35@ 2.50	Sandalwood	16.00@
Curcuma	3.00@	Pimento	1.10@ 2.75	Vanilla	6.75@ 9.00
Cypress	12.00@	Pine cones	3.00@		
Dillseed	4.25@ 5.25	Pine needles, Siberia	1.00@ 1.25	DERIVATIVES AND CHEMICALS	
Elemi	1.65@	Pinus Sylvestris Pumilionis	1.50@ 1.70	Acetaldehyde 50%	2.00@
Erigeron	1.50@ 1.60	Rhodium, Imitation	2.00@ 4.50	Acetophenone	1.50@ 2.50
Estragon	35.00@ 38.00	Rose, Bulgaria (oz.)	6.00@ 12.00	Acetyl Iso-eugenol	7.50@ 8.00
Eucalyptus	.37@ .39	Rosemary, French40@ .50	Alcohol C 8	16.00@ 20.00
Fennel, Sweet	1.20@ 1.30	Spanish36@ .40	C 9	26.00@ 40.00
Galangal	42.00@	Rue	2.35@ 2.50	C 10	23.00@ 30.00
Galbanum	15.00@	Sage	2.00@	C 11	20.00@ 25.00
Geranium, Rose Algerian	5.50@ 7.50	Sage, Clary	30.00@	C 12	14.00@ 25.00
Bourbon	5.50@ 6.00	Sandalwood, East India	5.50@ 6.00	Aldehyde C 8	30.00@
Spanish	16.00@	Australia	5.75@	C 9	45.00@ 70.00
Turkish	1.85@ 2.10	Sassafras, natural90@ 1.00	C 10	42.00@ 60.00
Ginger	3.60@ 4.50	artificial48@ .50	C 11	33.00@ 50.00
Gingerglass	3.25@ 4.10	Savin, French	1.90@ 2.00	C 12	42.00@ 48.00
Grapefruit Conc.	3.00@ 24.00@	Spearmint	1.50@ 1.75	C 14 (so-called)	15.75@
		Snake root	11.25@ 13.75	C 16 (so-called)	15.00@ 25.00
		Spruce75@ .85		
		Styrax	5.80@ 6.50		

Amyl Acetate	\$75@ \$1.00	Methyl Acetophenone	\$1.50@ \$2.00	Bismuth sub-nitrate	\$1.35@ \$1.40
Amyl Butyrate	1.05@ 1.25	Methyl Anthranilate	2.50@ 3.50	Boric Acid, ton	125.00@ 140.00
Amyl Cinnamate	2.50@	Methyl Benzoate	1.00@ 1.75	Calamine	.16@ .20
Amyl Cinnamic Aldehyde	3.90@ 4.00	Methyl Cinnamate	3.65@	Calcium, phosphate	.08@ .08 1/4
Amyl Formate	1.40@ 1.90	Methyl Eugenol	2.90@ 6.75	Phosphate, tri-basic	.13@ .15
Amyl Phenyl Acetate	3.00@ 4.00	Methyl Heptenone	3.00@ 5.00	sulphate	.03 3/4@ .04
Amyl Salicylate	.90@	Methyl Iso-eugenol	25.00@ 44.00	Camphor	.55@ .60
Amyl Valerate	2.00@ 2.40	Methyl Octine Carb.	24.00@ 32.00	Cardamom seed	.85@ 1.10
Anethol	1.00@ 1.15	Methyl Paracresol	4.00@ 6.00	Castoreum	16.50@ 18.00
Anisic Aldehyde	3.25@	Methyl Phenylacetate	2.30@ 3.00	Cetyl Alcohol	.75@ 1.50
Benzaldehyde, U. S. P.	1.30@	Methyl Salicylate	.42@ .50	Pure	1.90@ 2.15
F. F. C.	1.55@ 1.90	Musk Ambrette	4.45@ 4.60	Chalk, precip.	.03 1/2@ .06 1/2
Benzophenone	1.45@ 1.75	Ketone	4.70@ 4.85	Cherry laurel water, gal.	1.25@
Benzyl Acetate	.70@ .85	Xylene	1.40@ 1.55	Citric acid	.27@ .27 1/2
Benzyl Alcohol	.95@ 1.25	Nerolin (ethyl ester)	1.50@ 1.75	Civet, ounce	4.00@ 4.50
Benzyl Benzoate	1.00@ 1.80	Nonyl Acetate	46.00@ 48.00	Clay, Colloidal	.03@ .03 1/2
Benzyl Butyrate	5.50@ 6.25	Octyl Acetate	35.00@ 40.00	Cocoa butter	.13 1/2@ .14
Benzyl Cinnamate	7.15@ 9.00	Paracresol Acetate	4.00@ 5.50	Fatty Acids (See Next Page)	
Benzyl Formate	3.50@	Paracresol Methyl Ether	3.50@ 5.00	Formaldehyde	.06@ .06 1/4
Benzyl Iso-eugenol	15.00@ 18.00	Paracresol Phenyl-Acetate	10.00@ 18.00	Formic acid	.12@ .16
Benzylideneacetone	2.50@ 4.00	Para Cymene (gal.)	1.25@ 1.65	Fuller's Earth, ton	16.00@ 30.00
Borneol	1.75@ 2.00	Phenylacetaldehyde 50%	5.00@ 7.00	Guarana	.75@ 1.25
Bornyl Acetate	1.75@ 6.00	100%	8.00@ 10.00	Gum Arabic, white	.24@ .25
Bromstyrol	4.75@ 5.25	Phenylethacetic Acid	2.25@ 4.00	Amber	.11 1/2@ .12
Butyl Acetate	.60@	Phenylethyl Acetate	4.25@ 7.00	Gum Benzoin, Siam	1.15@ 1.45
Butyl Propionate	2.00@	Phenylethyl Alcohol	3.00@ 4.25	Sumatra	.18@ .20
Butyraldehyde	12.00@	Phenylethyl Anthranilate	16.00@	Gum galbanum	.90@ 1.05
Carvone	1.15@	Phenylethyl Butyrate	8.50@ 16.00	Gum myrrh	.40@ .42
Carvol	4.00@ 4.25	Phenylethyl Formate	12.50@ 18.00	Kaolin	.06@ .08
Cinnamic Acid	4.00@	Phenylethyl Propionate	9.50@	Rhodinol	11.00@ 20.00
Cinnamic Alcohol	3.60@	Phenylethyl Valerate	16.00@	Magnesium, Carbonate	.06 3/4@ .07 1/2
Cinnamic Aldehyde	1.75@ 2.50	Phenylpropyl Acet.	8.00@ 11.00	Stearate	.19@ .25
Cinnamyl Acetate	8.00@ 12.00	Phenylpropyl Alcohol	4.50@ 8.35	Sulfate	.02 1/2@ .03
Cinnamyl Butyrate	12.00@ 14.00	Phenylpropyl Aldehyde	8.00@ 12.00	Musk, ounce	15.00@ 25.00
Cinnamyl Formate	13.00@	Rhodinol	11.00@ 20.00	Oils, Vegetable (See Next Page)	
Citral C. P.	2.00@ 2.75	Safrol	.58@ .70	Olibanum, tears	.15@ .32
Citronellal	2.00@ 2.40	Santalyl Acetate	22.50@	siftings	.10@ .14
Citronellol	2.15@ 2.75	Skatol C. P. (oz.)	7.00@ 10.00	Orange flower water, gal.	.150@
Citronellyl Acetate	3.50@ 5.00	Styralyl Acetate	15.00@ 18.00	Orange flowers	.30@ .90
Coumarin	3.25@ 3.50	Styralyl Alcohol	20.00@	Orris root, powd.	.20@ .75
Cuminic Aldehyde	40.00@ 62.00	Terpenyl Acetate	1.00@ 1.50	Quince seed	.50@ 1.00
Dibutylphthalate	.29@ .35	Terpineol, C. P.	.23@ .38	BEANS	
Diethylphthalate	.32@ .37	Thymene	.45@	Tonka Beans, Para	1.25@ 1.40
Dimethyl Anthranilate	7.00@ 8.50	Thymol	1.55@ 1.65	Angostura	2.50@ 2.75
Dimethyl Hydroquinone	3.50@ 4.00	Yara Yara (methyl ester)	1.50@ 1.75	Vanilla Beans	
Dimethylphthalate	.50@ .60	Venillin (clove oil) (guaiacol)	3.75@ 3.85	Mexican, whole	3.00@ 3.75
Diphenylmethane	1.75@ 2.45	Vetiveryl Acetate	3.65@ 3.75	Mexican, cut	2.75@ 3.00
Diphenoxyde	1.20@	Violet Ketone Alpha	30.00@ 38.00	Bourbon, whole	3.25@ 3.75
Ethyl Acetate	.30@ .50	Beta	5.00@ 10.00	South American	2.75@ 3.00
Ethyl Anthranilate	6.50@ 8.50	Methyl	5.50@ 8.00	SUNDRIES AND DRUGS	
Ethyl Benzoate	1.20@ 1.75	Acetone	.09 1/2@ .10	Alcohol, 190-pf. gal.	4.29@ 4.30
Ethyl Butyrate	1.00@	Almond meal	.21@ .25	Alum, potash	.03 1/4@ .03 1/2
Ethyl Cinnamate	3.50@ 4.00	Aluminum chloride	.10@	Ambergris, ounce	25.00@ 35.00
Ethyl Formate	1.00@ 1.25	Balsam, Copiba	.70@ .22	Balsam, Copaiba	.70@ .22
Ethyl Propionate	1.40@ 2.50	Fir, Canada, gal.	9.50@ 12.00	Beech, Oregon	1.00@ 1.25
Ethyl Salicylate	1.15@ 2.50	Peru	1.35@ 1.80	Tolu	.50@ .60
Ethyl Vanillin	15.00@ 20.00	Tolu	.50@ .60	Beeswax, white yellow	.35@ .37
Eucalyptol	.55@ 1.00	Zinc peroxide			
Eugenol	2.00@ 3.00	Stearate			
Geraniol, dom.	1.30@ 5.80				
Geranyl Acetate	2.00@ 3.00				
Geranyl Butyrate	6.00@ 8.00				
Geranyl Formate	5.00@ 7.00				
Heliotropin, dom. foreign	2.20@ 2.65				
Hydratropic Al'hyde	2.35@ 2.50				
Hydroxycitronellal	25.00@ 27.50				
Indol, C. P. (oz.)	2.25@ 5.00				
Iso-borneol	2.30@				
Iso-butyl Acetate	2.65@				
Iso-butyl Benzoate	2.75@ 3.25				
Iso-butyl Salicylate	3.00@ 6.00				
Iso-eugenol	3.50@ 4.00				
Iso-safrol	2.00@				
Linalool	2.30@ 5.00				
Linalyl Acetate 90%	2.30@ 3.50				
Linalyl Anthranilate	15.00@				
Linalyl Benzoate	10.50@				
Linalyl Formate	9.00@ 12.00				
Menthol, Japan	3.65@ 3.80				
Synthetic	2.25@ 3.00				

NEW YORK MARKET REPORT

March proved to be rather disappointing to manufacturers and importers of essential oils and aromatic chemicals. Practically all sellers agreed that buyers were not very active. Inquiries were usually for small lots, and sales volume was less than normal. Many expressed the opinion that business was about a month behind and that April would undoubtedly bring a noticeable increase in buying.

The quiet condition was said to be partly due to recent floods and the severe winter which has just passed. Many in the flood stricken areas were only in a position to purchase bare necessities, thus finished articles such as high priced cosmetics, soaps and certain food commodities were badly hit. Transportation was also affected

in many areas, and sales representatives found difficulty in making their rounds.

Price changes were few and appeared in materials which had been in an easier and unsettled position. Lemon and orange were about the weakest spots in the essential oil group. Some of the larger buyers were inquiring around quite freely at times, but there was a general tendency to await a steadier market before covering requirements.

For a while, the reversal in the trend of peppermint oil seemed permanent, but toward the close of last month, the market again gave way to a weaker tone. Quality oil was scarce. This, however, failed to have any influence on the general tone in the face of an in-

active demand and ample stocks of ordinary oil are available.

By reason of the weakness in tallow, very little buying was noted in coconut, and other soap making oils. Quotations on the latter failed to reflect the full extent of the reduction in tallow, and for this reason buyers were inclined to mark time.

In the aromatic chemical group, acetone, and dibutyl phthalate were lowered. Since the last upward revision in vanillin, the market seems to have steadied. Raw material costs have been gradually working higher, and this is reflected in a decidedly firmer feeling among leading sellers.

Japanese menthol was neglected, and prices moved in favor of the consuming trade. Inquiry for synthetic material was decidedly more active with reports from Alabama, indicating that a new producer is planning to enter the field.

PRICES OF SOAP MATERIALS

TALLOW AND GREASE

Tallow, N. Y. C. extra	\$0.055@	
Edible	.07 1/4	Nominal
Fancy	.08	@
Grease white	.05 1/8	@ .07 1/8
House	.04 1/8	@ .04 3/4
Yellow	.04 5/8	@ .04 3/4
Lard	.11	@ .12

FATTY ACIDS

Coconut Oil, 98% Saponifiable, tanks	.09 3/4 @	.10 1/2
Corn Oil, 95% T.F.A., tanks	.11	@ .11 1/4
Red Oil, distilled, tanks	.08 1/4 @	
White, drums	.11 1/8 @	.12
Stearic Acid, single pressed, c.l.	.08 1/2 @	.09 1/2
Double pressed	.09	@ .10
Saponified	.09 1/2 @	.10 1/2
Triple pressed	.11 3/4 @	.12 3/4
Saponified	.12	@ .13

SOAP MAKING OILS

Castor No. 1, tanks	.10	@
No. 3, tanks	.09 1/2	@
Coconut, Manila Grade, tanks	.04 5/8	@
Corn, crude, Midwest mill, tanks	.08 1/4 @	.08 3/8
Cotton, crude, Southeast, tanks	.08 1/2 @	.09
Refined	.11 1/4 @	.12
Lard, common No. 1 barrels	.08 3/4 @	
Olive, denatured, max. 5% F.F.A., bbls., gal.	.73	@ .75
Foots, Prime, green, barrels	.08 1/8 @	.08 1/4
Palm, softs, max. 20% F.F.A., drums	.04 1/8 @	
Niger, casks	.04 5/8 @	.04 3/4
Palm, Kernel, tanks	.04 7/8	Nominal
Peanut, crude, barrels	.08 1/2 @	Nominal
Refined, barrels	.12 1/4 @	.12 1/2
Soya beans, max. 2% F.F.A. Midwest mill tanks	.08	@ .08 1/2
Tallow, acidless, barrels	.08 3/4 @	

Whale, Crude No. 1, Coast, tanks

.04 1/4 @ .07 1/2 @ .07 3/4

GLYCERINE

Chemically pure, drums extra	.14 1/2 @	.16
Dynamite, drums included	.13 3/4 @	.14
Saponification, drums	.11 @	.11 1/2
Soap, lye	.10	Nominal

ROSIN

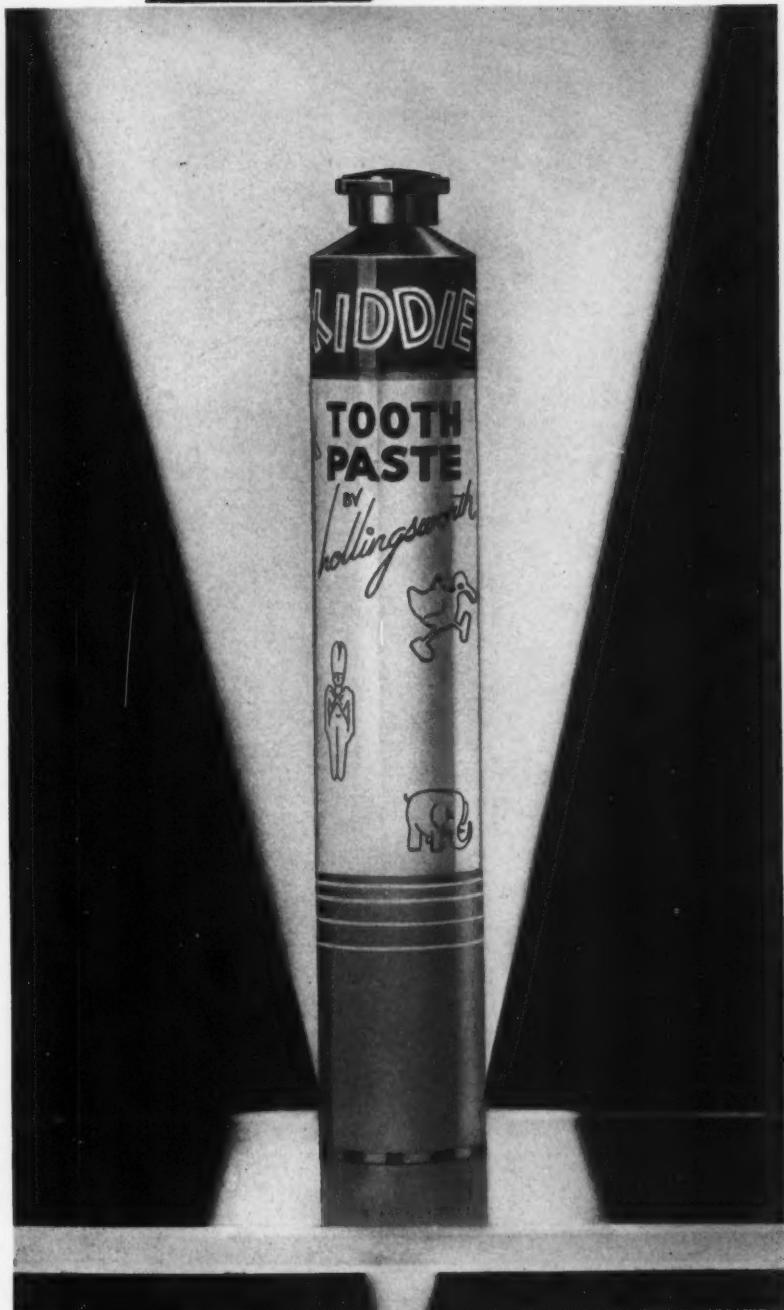
Barrels of 280 pounds

B	\$4.45	K	\$5.70
D	5.05	M	5.72 1/2
E	5.20	N	5.85
F	5.55	W.G.	6.00
G	5.60	WW.	6.35
H	5.67 1/2	X	6.45
I	5.67 1/2	Wood	5.50

CHEMICALS

Acid, muriatic, 18°, 100 pounds	\$1.00	@ \$1.60
Sulfuric, 60°, ton	11.00	@
66°, ton	15.50	@
Borax, crystals, carlot, ton	42.00	@ 71.00
Cyclohexanol (Hexalin)	.30	@
Naphtha, cleaners, tank cars	.05	@ .05 1/2
Potassium carbonate, 80@85%	.07	@
Hydroxide (Caustic potash) 88@92%	.07 1/4 @	
Salt, works, ton	11.50	@ 14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.23	@ 2.37
Hydroxide (Caustic Soda) 76% Solid, 100 pounds	2.60	@ 3.75
Silicate 40°, drums, works, 100 pounds	.80	@
Sulfate, anhydrous	.02 1/4 @	.03
Phosphate, tri-basic	.02 1/2 @	.03
Zinc oxide	.05 1/4 @	.05 1/2

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ALCOHOL NEWS



APRIL .

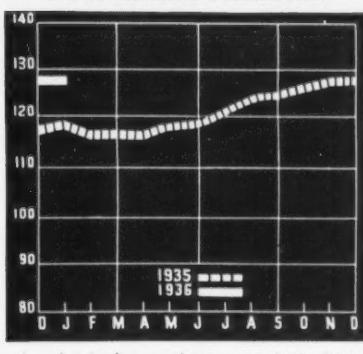
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A Monthly Series of Technical Articles for Chemists and Executives

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1936

ETHYL ALCOHOL PRODUCTION



Production	1936	1935
1000 proof gals.	January	13,179
12,290	Jan.-Dec.	193,415
December		17,190
Withdrawals		
1000 proof gals.	January	12,594
11,435	Jan.-Dec.	196,198
December		15,113

RUBBING ALCOHOL LABELS MUST SPECIFY KIND OF ALCOHOL CONTAINED

Purchasers of rubbing alcohol generally expect to receive ethyl alcohol, but recent investigations have disclosed that many people have inadvertently bought substitutes.

One of the substitutes which is used frequently is isopropyl alcohol. When this, or any other substitute for ethyl alcohol, is used, the label of the package must so clearly indicate the fact that the consumer cannot be easily misled. Misleading labels are banned by the Food and Drugs Act.

The Chief of the Administration has stated that the recent actions do not depend on proof of harmful effects from isopropyl alcohol. "It is not known whether harm does result from its external use," he said, "but Federal courts have repeatedly stated that one of the purposes of the Food and Drugs Act is to enable purchasers to buy foods and drugs for what they really are."

ASSAYING OF THE OFFICIAL IODINE-IODIDE SOLUTIONS

The following method as outlined in the Journal of the American Pharmaceutical Association, 24, 756-8, 1935, is offered as overcoming certain defects of the U.S.P. X assay:

Titrate 5 cc. of the sample with 0.1 N alkaline potassium arsenite using a starch indicator. Then add 50 cc. of concentrated hydrochloric acid and 5 cc. of chloroform. Cool well and titrate with 0.05 N potassium iodate till the chloroform is colorless.

The potassium iodide may then be calculated from the difference in cc. between the amounts of potassium iodate and the potassium arsenite solutions used. It is said that this method gives results comparing favorably with those obtained by the U.S.P. method.

U. S. I. MARKS ITS SIXTEENTH SUCCESSIVE YEAR OF ANHYDROUS ALCOHOL PRODUCTION

Pioneer Developments Plus Long Experience in Manufacturing Result in Product of High Quality and Uniformity

In the year 1920, U.S.I. began the production of anhydrous alcohol on a large scale and for the first time made this product available at a price which allowed its economical use as a general industrial solvent. Prior to that time anhydrous ethyl alcohol had been prepared in small quantities only for special purposes.

U.S.I. has not only pioneered in the development of a process for the manufacture of anhydrous alcohol, but it has also established a widely known reputation for the high standard of the U.S.I. product. The development of the exclusive patented manufacturing process in the laboratories of this Company has been followed by unceasing efforts to improve the process in order to obtain the highest quality material at the lowest cost. Today anhydrous alcohol is sold at a price only slightly higher than that of the 190 proof grade.

As Chemical and Solvent

Anhydrous alcohol of known quality, at a reasonable price, has been of two-fold benefit to industry, for it is both a solvent and a chemical:

As a solvent, the outstanding features of Anhydrous Alcohol are: economical cost, good solvent power (especially in conjunction with ester solvents) and mild non-residual odor.

As a chemical, Anhydrous Alcohol is used in the manufacture of pharmaceuticals, fine chemicals and dyes—and in syntheses, where the ethyl group is required. Here, the alcohol actually enters

(Continued on next page)

Absolute alcohol	42.45 gal.	by weight
Water	57.52	by weight
or		
Absolute alcohol	100.00	
Water	0.5000 gal.	
	0.5373 gal. (See below)	
Proof Spirit	1.0000 gal.	



THIS MODERN TYPE TRUCK with a specially designed wood and steel body for carrying heavy alcohol and chemical drums has recently been placed in service at the Baltimore plant of U.S.I. The truck is a cab-over-engine model, one which permits a shorter wheelbase and still allows the necessary platform length. Thirty-one 54 gallon drums can be carried on the platform and an additional four drums on the tailgate making a capacity of approximately 1,900 gals.

Prepared Monthly by the U. S. Industrial Alcohol Co.

APRIL

**ALCOHOL NEWS**

1936

U. S. I. ANHYDROUS ALCOHOL

(Continued from preceding page)
the reaction and is entirely changed in

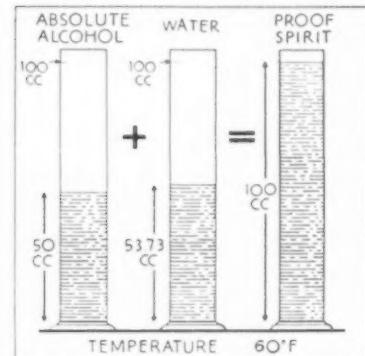
Some chemical reactions requiring alcohol will not take place in the presence of water. Others go forward more rapidly, giving higher yields when an alcohol free of water is used. In these cases, Anhydrous Alcohol is most desirable.

Most authorized denatured alcohol formulas can be supplied in the anhydrous grade.

ALCOHOL PROOF DEFINED

(Continued from preceding page)

Alcohol and water, when mixed together, contract in volume. In regard to proof spirit, this can be graphically illustrated as follows:



Reference tables on alcohol usually carry, in parallel columns, corresponding values for percentage by weight and by volume.

Proof readings are always double the percentage by volume; thus 100° proof is 50% by volume, and 190° proof is 95% by volume. Absolute alcohol is 200° proof, or 100% by volume.

Pure and denatured alcohol are always sold by the U.S. or wine gallon—and in the case of tax-paid pure alcohol, the tax is assessed on a proof gallon basis, i.e. \$2 per gallon of 100° Proof. If, therefore, pure alcohol of 190° Proof is sold, every gallon contains 1.9 proof gallons and the tax is 1.9 x \$2, or \$3.80 per wine gallon.

The Tralles hydrometer, reading directly in per cent by volume, is standard for simple alcohol-water mixtures where no great accuracy is required, and for more exact readings, separate spindles with narrow ranges are employed. Precise determinations are made by pyknometer, and the specific gravity derived therefrom referred to standard tables

ALCOHOL TEST METHODS REVISED FOR U. S. P. XI

This is the second of a series of articles dealing with the revised methods of testing ethyl alcohol as given in the U. S. Pharmacopoeia; Eleventh Edition.

The methods of testing for the more common impurities and denaturants in ethyl alcohol, as outlined in the U.S. Pharmacopoeia have been revised for the Eleventh Edition which becomes effective June 1, 1936, for both Ethyl Alcohol 95% and Ethyl Alcohol Absolute.

Under the methods of testing the 95% grade, modifications have been made in the determination of acidity and for the presence of aldehydes and methanol. The test for acetone has been broadened and now includes other ketones, isopropyl alcohol (formerly under a separate test) and tertiary butyl alcohol.

Given below is the second installment of the new U.S.P. XI specifications:

ETHYL ALCOHOL 95%**Fusel Oil Constituents:**

Mix 10 cc. of Alcohol with 5 cc. of distilled water and 1 cc. of glycerin, and allow mixture to evaporate spontaneously from clean odorless absorbent paper; no foreign odor is perceptible when the last traces of Alcohol leave the paper.

Organic Impurities (Amyl Alcohol or Non-Volatile Carbonized Organic Impurities):

Allow 25 cc. Alcohol to evaporate spontaneously in a porcelain dish, carefully protected from dust, until the surface of the dish is barely moist; no red or brown color is produced upon the addition of a few drops of sulphuric acid.

Aldehydes (and Other Organic Impurities):

Place 20 cc. of Alcohol in a glass-stoppered cylinder that has been thoroughly cleaned with hydrochloric acid, then rinsed with distilled water and finally with the Alcohol to be tested. Cool the contents to approximately 15°C. and add, by means of a carefully cleaned pipette, 0.1 cc. of tenth-normal potassium permanganate, noting the exact time of addition. Mix at once by inverting the stoppered cylinder, and allow to stand at 15°C. for five minutes; the pink color must not entirely disappear.

The balance of the Methods of Testing for Ethyl Alcohol will be reproduced from the U.S.P. XI in the May issue of ALCOHOL NEWS.

which show the alcohol content by weight or volume as desired.

All readings must be made at, or corrected to 60°F. and adjusted to water at 60°F.

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information on any of them may be obtained by writing to U. S. I.

U. S. I.

Free acetic acid can be obtained by dissolving Sodium Diacetate in water. It is suggested that it can be used as a substitute for Citric and Tartaric Acids in effervescent medicinal salts, as a means of obtaining strong acetic acid and normal sodium acetate from one source, and as means for producing porous gypsum, concrete, etc.

U. S. I.

Dyes made from camphor have been suggested as a possibility. In experiments conducted with the object of discovering new outlets for natural camphor, safrol has been converted to aminedihydrosafrol, and it is said that after diazotization of this intermediate and coupling, there has been produced a wide range of brown, orange, and scarlet dyes.

U. S. I.

Glass may be etched by anyone by using an aluminum stencil and a new etching cream which is sold in collapsible tubes. The process requires little time and no special equipment. Trade marks, names or monograms can be applied by this means to any glass surface, according to the manufacturer.

U. S. I.

The antiseptic properties of Bergamot Oil have been recognized for some time, particularly in certain European countries, and it has been in general use for this purpose in parts of Italy. Now comes the announcement that the oil has been placed on the market in pure form as well as in mixtures for use in ear, nose and throat infections, gynecology, obstetrics, sepsis, diseases of the mouth and skin as well as for general surgery.

U. S. I.

A small capacity homogenizer has been placed on the market recently. It is reported suitable for use in the dairy industry, food processing, and the production of pharmaceuticals, cosmetics, lacquers and other products. It is further described as having a capacity of 25 gallons per hour. All parts which come in contact with the products are of stainless steel.

U. S. I.

As a possible remedy for infantile paralysis, one investigator has suggested the use of vitamin C. While early results of experiments are not conclusive, and human subjects have not been used in the tests, it is reported as "probable" that vitamin C may possess therapeutic power in experimental poliomyelitis.

U. S. I.

Zinc or zinc alloy dust has been used in conjunction with oxygen and a spraying medium for the treatment of tuberculosis, wounds, and as an antiseptic for suppurating wounds, a recent report states. A special spraying apparatus, covered by a British patent, is used in combining the dust with the medium and oxygen.

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There's "Sales Appeal" in Well-dressed Bottles

A WELL-DRESSED BOTTLE is one with the design motif repeated in the closure—where the package design has been considered as a unit. Following this practice gives beauty and distinction to a package, and is a measurable addition to its sales appeal.

In the example illustrated at right the graceful flare of the bottle is repeated in the Bakelite Molded closure. In the photograph below, the straight vertical lines of one bottle are repeated in the vertical lines of the closure; in the other the fluted motif of the lotion bottle is repeated in the fluted closure.

Because of the ease with which distinctive designs may be reproduced in Bakelite Molded, and the variety of attractive colors available, this material is ideal for faithfully expressing the package



designer's ideas. In addition, Bakelite Molded closures thread on and off easily and do not bind. They also possess the further advantage of chemical inertness. A wide variety of Bakelite molding materials is available and proper selection of material enables the user to obtain the best qualities and resistance, to alcohol, oils and chemical solu-

tions, for his particular application.

Where special Bakelite Molded closures are not desired there are a variety of standard designs from which a manufacturer may select. We will be glad to cooperate with designers or manufacturers, and also invite you to write for a copy of our booklet 6 C, "Restyling the Container to Increase Sales".

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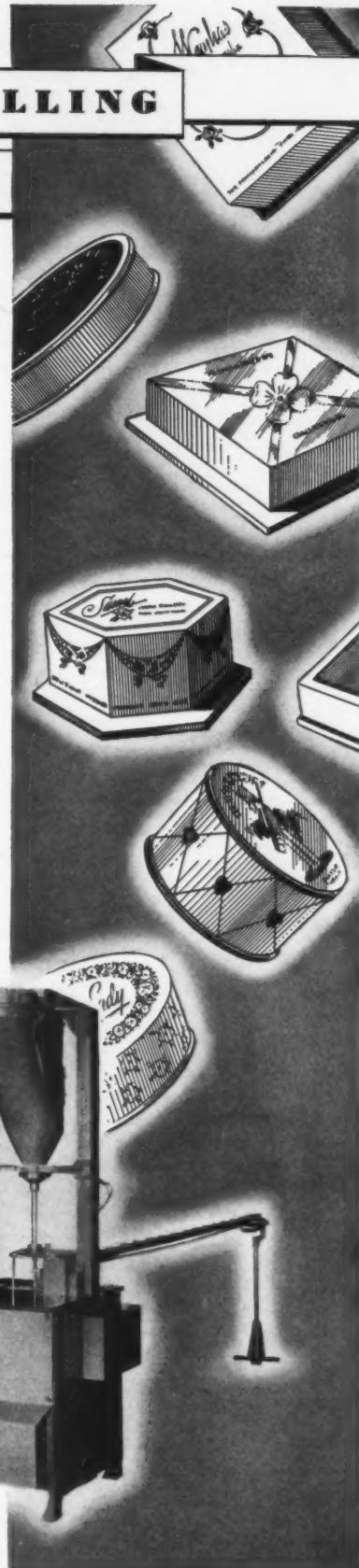
But that is not all. This same unit may also be used as a moderate-speed filler for larger packages with the simple removal of the rotary device. It may then be adjusted to fill by gross weight, by packing, volume or auger, using the turns of the auger as a measuring device. In this way the method of filling best suited to any particular package may be chosen.

With the rotary device attached, for smaller packages, the packages may have a maximum diameter, or width, of three inches and a minimum of one inch. The height may vary from two-and-three-quarter inches to one-quarter inch. Used for larger packages, weights up to five pounds may be accommodated.

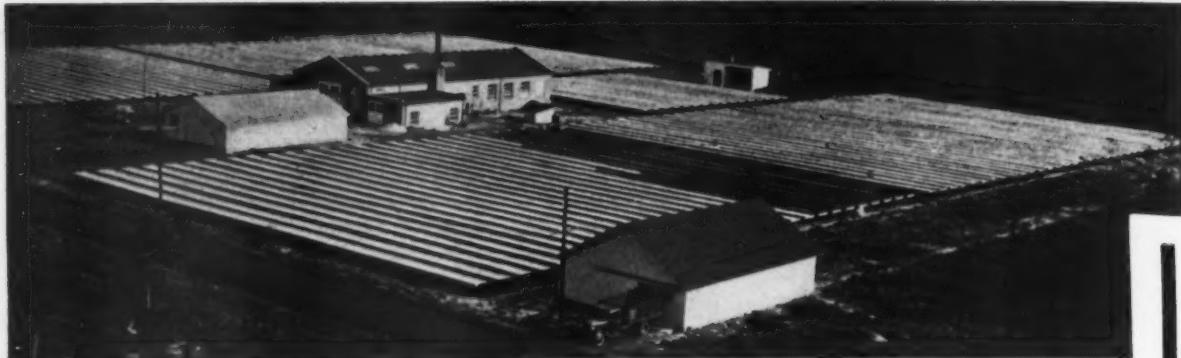
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All Colors

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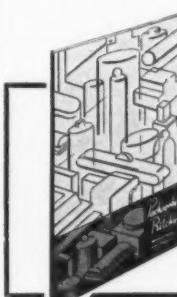


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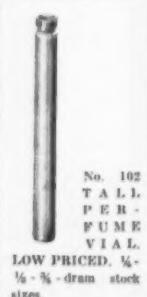
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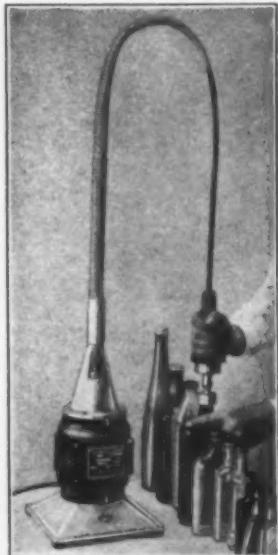
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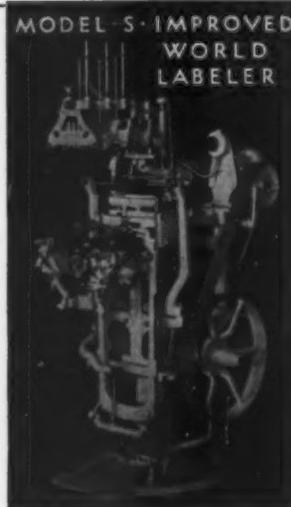
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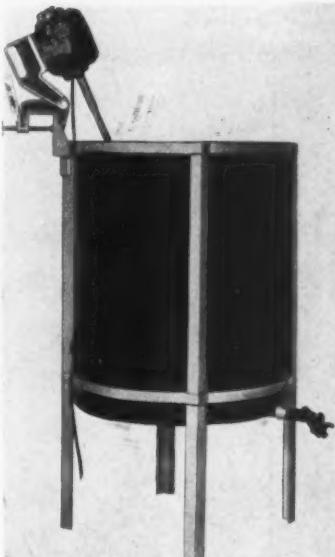
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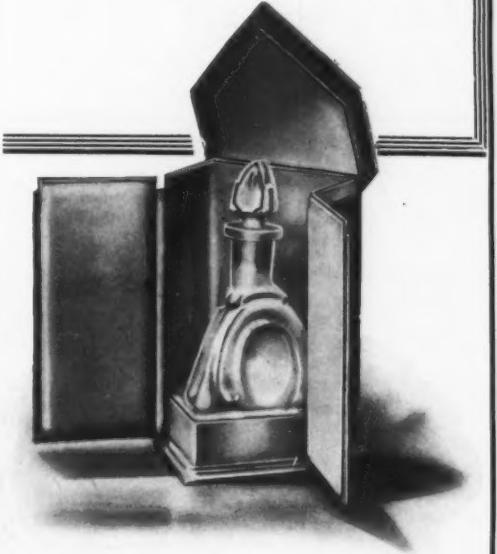
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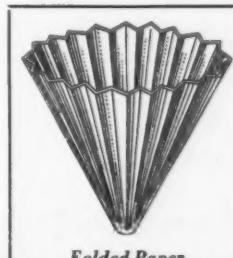
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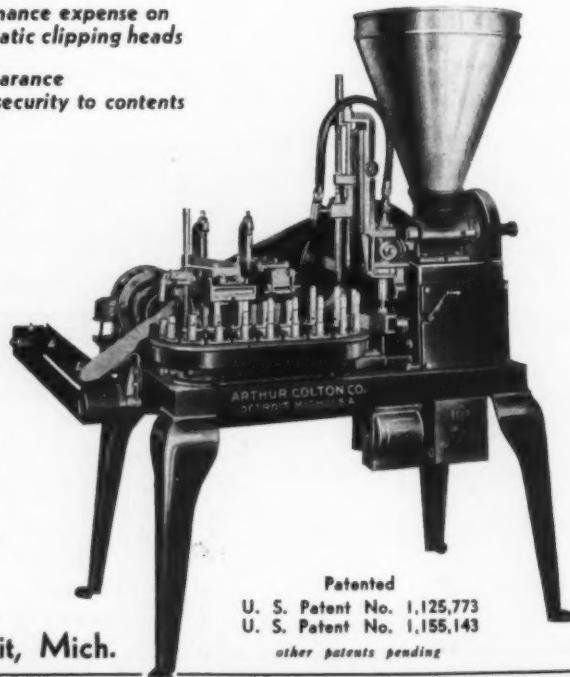
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